63
THE JOHN CRERAR LIBRARY FEB 2 - 1934
FEB 2 - 1934 LIBRARY

BROADCASTING

combined with Broadcast Advertising

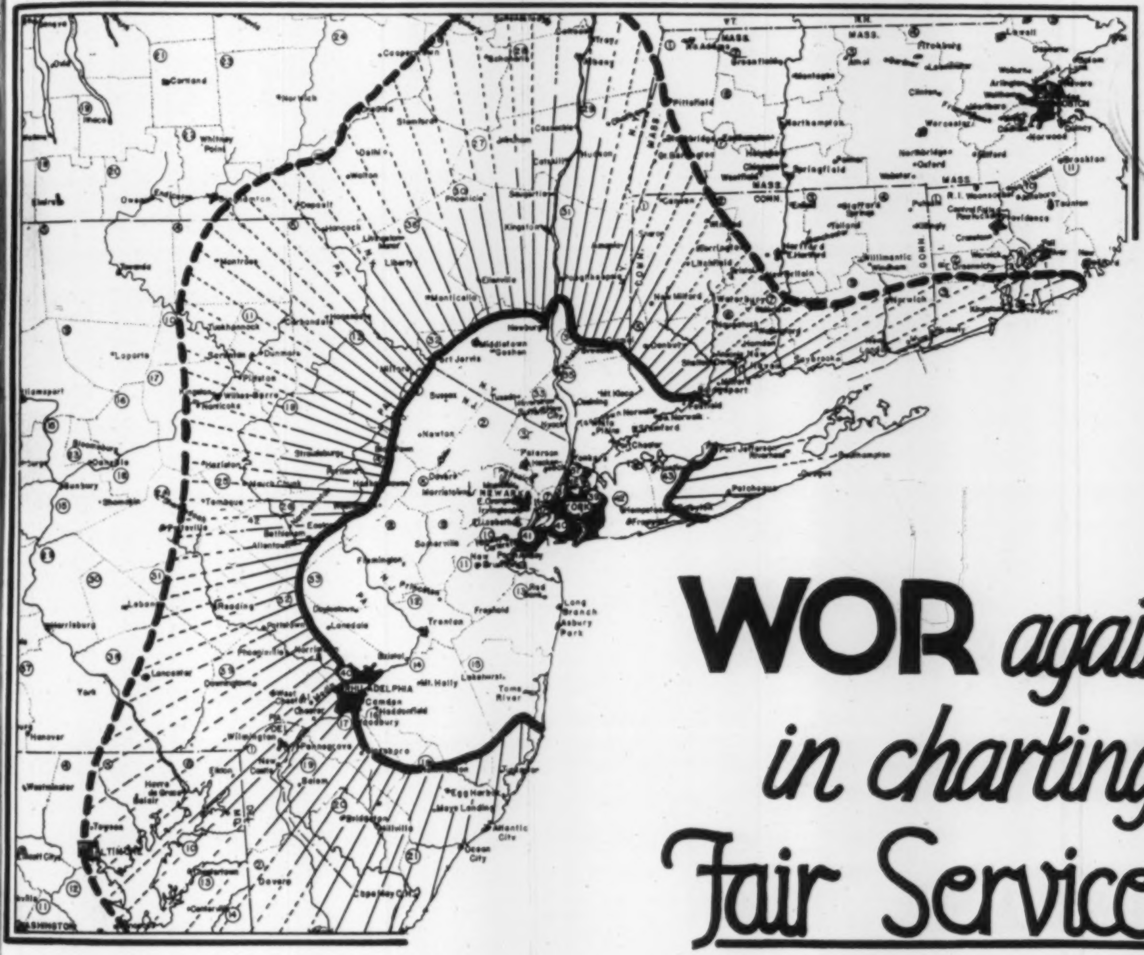
Published Semi-Monthly

Vol. 6 No. 3

WASHINGTON, D. C.
FEBRUARY 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy



WOR again leads in charting its Fair Service Area!

THE first cleared channel station to furnish advertisers a circulation statement based on a scientific Field Intensity Survey, WOR now takes another forward step in charting its Fair Service Area.

The shaded section on the map shows the WOR Fair Service Area as surveyed by Edgar H. Felix. The solid lines show where a signal strength of more than 100 microvolts per meter may generally be expected in good reception locations. The dotted area shows levels between 25 and 100 microvolts per meter. (Full volume loud-speaker reception is enjoyed with an incoming signal of between 25 and 50 microvolts per meter on the average commercial receiving set with tubes in good condition).

The WOR Fair Service Area contains 3,700,000 people living in radio-equipped homes. Obviously, we cannot guarantee that entire number—larger than the population of Chicago—as a 100% potential audience. The percentage of listeners available, however, represents a very sizable bonus circulation for WOR advertisers in addition to the 10.9 million potential audience in the WOR Guaranteed Area.

If you're interested, we'd like to send you a complete explanation of the survey with a large size map.

Bamberger Broadcasting Service, Inc.

Newark, New Jersey

New York Business Office: 1440 Broadway
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave.
Boston: James F. Fay, Statler Bldg.

FACTS AT

Not only in New York, Chicago and San Francisco but in every city in whic our stations are located you can request—and get—information about one or al of the twelve major markets and eighteen outstanding stations which we rep resent. The office nearest you is your best point of contact for it means that yo will receive a personal attention and service which will greatly simplify you problems and the detail of handling them.

This interlocking representation puts facts at your finger tips when yo need them. Just reach for your telephone and call our nearest office (as liste below). The list of advertisers and agencies availing themselves of this con venient service is long. And the record of their results is impressive.

TO GUIDE YOU TO

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ • WMAQ & WENR • KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

KGO

KOA WENR WMAQ WTAM

KPO WBZ WGY WRC WMAL KDKA

WBZA WJZ

WEAF

T YOUR FINGER TIPS . . .

which

or al

rep

at you

your

you

listed

con-

KGA
KYA
KJR
KEX

RESULTS

Announcing our New York Office

H. Preston Peters, *Vice President and Eastern Manager*

Now—we bring to New York advertisers and their agencies—the same direct personal contact with these leading radio stations which middle west advertisers have learned to enjoy.

Our new office in New York City is directed by Mr. H. Preston Peters, who for almost two years has been an indispensable factor in developing our Chicago service. His many friends in the East will now welcome his return as Vice-President in charge of our New York office.

We wish to express our sincere appreciation to the many advertising agency men in New York and the eastern territory who have helped us with their encouragement and advice to plan and take this step. In return we can only promise to provide in New York a service which will be useful and dependable. For available time, programs, market information, please phone, write, or wire the nearest office. *Sample our service.*

FREE & SLEININGER, *Inc.*

RADIO STATION REPRESENTATIVES

CHICAGO
180 N. Michigan Ave.
Franklin 6373

NEW YORK
Chrysler Building
Murray Hill 2-3030

We represent these leading Stations in both the East and Middle West:

WOC-WHO DES MOINES ***NBC Basic Red Network***
Primary Daytime Coverage Area: Population 4,389,108
50,000 watts power, with plenty of "ground to cover." To sell Iowa, you must reach scores of cities, hundreds of small towns, thousands of farms. Ten other Iowa stations total 4,000 watts evening power.

WHB KANSAS CITY ***"Biggest Little Station in U. S."***
Primary Daytime Coverage Area: Population 2,322,934
Checked and *proved* to have the largest and most responsive Kansas City audience "from sunrise to sunset," in competition with daytime network programs. Local advertisers use WHB *for results.*

WMBD PEORIA ***CBS Basic Supplementary Group***
Primary Daytime Coverage Area: Population 464,352
The only network outlet in Central Illinois, the only station in Peoria, serving a market that is unusually prosperous *right now.* Excellent local talent available for test programs at low cost.

WDAY FARGO ***NBC Northwestern Group***
Primary Daytime Coverage Area: Population 785,854
"The Oldest Broadcasting Station in the Northwest," now in its tenth year of exclusive service to a large area in Minnesota and North Dakota, with tremendous secondary coverage to pull mail.

WIND GARY—WJJD CHICAGO
(WIND) CBS Basic Supplementary Group
Primary Daytime Coverage Area: Population 5,837,199
Operating on 560 k.c. with splendid CBS and local programs, WIND effectively covers Northern Indiana and Northern Illinois at very low cost. For rural coverage, and *mail*, use 20,000 watt WJJD.

We represent these leading stations in the Chicago area only:

WGR-WKBW BUFFALO ***CBS Basic Network***
Primary Daytime Coverage Area: Population 1,544,828
These two *full time* stations alternate CBS basic network programs with local productions of network calibre. The overwhelming majority of local advertisers use WGR or WKBW exclusively.

WCAE PITTSBURGH ***NBC Basic Red Network***
Primary Daytime Coverage Area: Population 3,618,629
According to all surveys, the favorite station of Pittsburgh listeners. According to local *and* national advertisers, the most effective way to reach the thriving Pittsburgh market by radio.

WCAH COLUMBUS ***CBS Basic Supplementary Group***
Primary Daytime Coverage Area: Population 714,732
The only full time station, and the only network outlet in the Central Ohio trading territory. Carries 90% of the national radio advertising accounts now running on Columbus stations.

KSTP MINNEAPOLIS-ST. PAUL
NBC Northwestern Group
Primary Daytime Coverage Area: Population 1,142,093
Sole Twin Cities outlet for "big name" programs of both Red and Blue networks, combined with finest local features, the overwhelming choice of listeners and advertisers in Twin Cities trading area.

WGAR CLEVELAND ***NBC Basic Blue Network***
Primary Daytime Coverage Area: Population 1,782,668
The famous "Friendly Station," offering intensive coverage of the greater Cleveland market at lowest cost per *listener*, plus complete merchandising cooperation for national "spot" advertisers.

WJR DETROIT ***Basic NBC Blue Network***
Primary Daytime Coverage Area: Population 4,747,000
The finest local and network programs, cleared national channel of 750 k.c., highest power (10,000 watts), assure continued domination of "The Goodwill Station" in the Fourth Market.

Published semi-monthly by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 3 WASHINGTON, D. C. FEBRUARY 1, 1934 $3.00 PER YEAR—15c A COPY

Rate Juggling Barred by Code Authority

By SOL TAISHOFF

Per Inquiry and Contingency Accounts Taboo After March 1; Study of Code Provisions on Radio Artists is Started

IRONCLAD rules to prevent rate manipulation by broadcasting stations in the sale of their time, under which national and local rate structures must be clearly defined, are prescribed by the Code Authority for the broadcasting industry in a summary of explanations of the code provisions adopted at meetings in Washington Jan. 15, 16 and 17. These explanations will be embodied in a pamphlet to be issued by the Code Authority at an early date.

At its three-day meeting, the Code Authority took numerous actions with the intent of eradicating unethical business practices as they affect the station, advertiser and advertising agent. In addition to adopting the rate explanations, which will make any sort of rate-cutting a violation of the code, the board took steps to bring about prompt banishment of cost per inquiry and contingency accounts.

Study Artists' Status

THE BOARD also made plans for a study of the status of the radio performers and artists to ascertain whether they should be included under the wage and labor provisions of the broadcasting industry code. A committee, comprising John Shepard, III, chairman of the Code Authority, James W. Baldwin, executive officer, and M. R. Runyon, CBS treasurer and Code Authority member, was designated to supervise this study and will hold its first meeting in New York Feb. 7 at the Waldorf-Astoria.

On Jan. 20 Recovery Administrator Hugh S. Johnson announced appointments of Eddie Dowling, Broadway actor, and Deputy Administrator W. P. Farnsworth, of NRA, as government members of the broadcasting Code Authority, and named Marion H. Hedges, labor statistician, to serve as a member of the Authority. Harry Shaw, WMT, Waterloo, Ia., and former NAB president, previously had been designated a government member, and participated in the sessions.

Rate Clause Important

THE RATE explanations and the per inquiry edict are considered of transcendent importance, because they will tend to bring about the industrial stabilization which the code originally set out to achieve.

The Code Authority decided to take prompt action against unlicensed broadcasting stations, pursuant to the code provision which makes it an unfair practice for a station to operate without a federal license. The Radio Commission, now engaged in a determined campaign against outlaws, has turned over full information regarding such stations to the Code Authority, which will serve notice on these stations of the code provisions. Thus, it is pointed out, a double-edged offensive will be launched. Licensed broadcasters can be of great assistance, it was said, in "policing" operations and in informing the Code Authority of the operation of outlaw stations in their localities.

The study into the status of radio artists and performers, to determine whether they should be included in the wage and labor provisions of the code, is provided for in the code itself. At the New York meeting Jan. 31 the committee was to confer with representatives of the networks and of independent stations, as well as with Frank Gillmore, president, and other executives of the Actors Equity Association, which has been insistent that the study be made. Chairman Shepard invited Mr. Dowling, among others, to sit with the committee in the study.

Artist Issues Involved

THE COMMITTEE proposes to draft a report and recommendations for ultimate submission to NRA covering this broad subject. No date has been fixed for the next Code Authority meeting, at which this report probably will be considered. The issue involved, as raised at the public hearings on the broadcasting industry code, last September, embraces a proper definition of a radio performer as distinguished from amateur talent, particularly since most independent stations use local or amateur talent.

At the public hearing it was brought out that the fixing of minimum wages for performances, auditions and rehearsals would prove disastrous for independent stations. It was finally agreed by the participating groups that this problem should be left for study by the Code Authority subject to NRA approval.

On Jan. 20, however, Mr. Gillmore made public a 14-page booklet in which he takes up the case of the actors and alleges many abuses in the broadcasting field. The document is said to be based upon a survey. Major complaint is made against radio artists' bureaus, mainly because of commissions deducted from artists' bookings on the air.

In addition to Messrs. Shepard, Runyon and Baldwin, those attending the three-day Code Authority meeting were Alfred J. McCosker, NAB president; Isaac Z. Buckwalter, WGAL; John Elmer, WCBM; James Kiernan, WLWL; Edward N. Nockels, WCFL, and Frank M. Russell, all voting members, and Messrs. Shaw and Farnsworth, government members without vote.

Rules Governing Rates

THE CODE AUTHORITY ruled that where dual rates are maintained, in the form of general (national) and retail (local), each rate shall specify to whom the various rates apply. In this connection the rules laid down by the NAB in its standards of commercial practice several years ago were suggested. These rules are as follows:

1. An advertiser shall be entitled to retail rates only when

Photo by Harris & Ewing

RADIO'S CODE AUTHORITY—Seated, left to right: William R. Farnsworth, deputy NRA administrator; John Elmer, WCBM; John Shepard, III, Yankee Network (chairman); Harry Shaw, WMT; Edward N. Nockels, WCFL; John Kiernan, WLWL. Standing, left to right : I. Z. Buckwalter, Mason-Dixon Group; M. R. Runyon, CBS; Frank M. Russell, NBC; James Baldwin, executive officer. Alfred J. McCosker, president of NAB and a member of the Code Authority, was not present when the picture was taken.

he sells direct to the consumer through one or more retail stores which he alone owns and controls.

2. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy.

3. Retail rates shall apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved. General rates apply to all cooperative advertising where both retail and general advertisers are involved.

4. General rates apply to advertising over the signatures of two or more retailers, of separate ownership, offering the product of some manufacturer.

5. General rates apply to all advertising other than that of strictly bona fide retailers, selling at retail exclusively, paid entirely by themselves, and offering goods or services to the consumer at outlets owned by themselves without reference to whether copy is placed directly or through an advertising agency.

Rate Card Requirement

IN DEFINING the rate card provision of the code, the Code Authority decided to require each broadcaster and network to publish rate cards containing all rates regularly and currently charged for time. The cards also shall contain all discounts, rebates, refunds and commissions allowed either advertisers or agents. The type of the rate card must conform with the "Standard Rate Card" of the American Association of Advertising Agencies.

In defining that provision of the code relating to cost per inquiry, contingent or percentage business, the Code Authority declared all such accounts are "positively prohibited." Stations and networks which have any such accounts, the Code Authority held, should invoke the cancellation provisions contained in the contracts at the earliest possible date.

Per Inquiry Regulation

ON THE SAME basis, it was held that while there is nothing in the code to require payment in cash by advertisers or agents, the acceptance of merchandise in lieu of cash for broadcast facilities must be clear of any intent to evade rates, discounts and other provisions specified in the rate cards.

On per inquiry business, the Code Authority will request all stations to submit, in affidavit form, a list of all such contracts which are in effect as of March 1. Just prior to the effective date of the code, it is understood, stations were importuned by a number of per inquiry accounts to sign up long-term contracts and thus to circumvent the ban.

The code specifically prohibits the payment of any commission, discount, rebate, refund or gratuity not specified in a published rate card, it is emphasized in the explanation. For example, it was pointed out, allowance by a station to an agency of a commission of 15 per cent and a cash discount, if payment is made in a specified time, is a violation of the code if

(*Continued on page* 36)

TOO GOOD—One of the reasons why the White House has asked the "March of Time" to quit Bill Adams' impersonations of President Roosevelt is that many people actually think it is the President!

A POLITE but firm suggestion has been made to the Remington-Rand Co., sponsors of the "March of Time" on CBS, that the White House would prefer the program carry no more impersonations of President Roosevelt. So true to the original has been the voice of Bill Adams, former Broadway actor who plays the Roosevelt role whenever the script calls for it, that many persons, tuning in after the program had started, actually believed it was the President speaking.

This was one of the reasons given by Stephen Early, White House press secretary, for asking the editors of the "March of Time" to cease broadcasting all simulations of the President's voice. The other reason was that other advertisers wanted to do the same thing, some proposing to use actual recordings of the President's speeches, and the White House felt it could not discriminate in favor of one program and against another.

The wishes of the White House, of course, will be carried out.

Six More Join Petry

EDWARD PETRY & Co., exclusive station representatives, has been appointed by six northwest stations: KOMO and KJR, Seattle; KGW and KEX, Portland; KHQ and KGA, Spokane. Organized Jan. 1, 1932, Edward Petry & Co. started in business representing 14 stations on a national exclusive basis, and at present is representing 32, along lines comparable to newspaper representation. The company's representation plan is in conformity with the recommended practice of the American Association of Advertising Agencies.

CBS Efficiency Man

BERNARD J. PROCKTER, former director of internal programs and assistant to Jules F. Seebach, CBS program director, has been appointed CBS station efficiency man, and is now on a tour of inspection of CBS owned and operated stations. Herbert Rosenthal has taken Mr. Prockter's position in the program department. Sylvan Taplinger has been added to the staff.

Ban on Special Agency Fees Ordered by NBC Local Sales Department

DISCONTINUANCE of recognition of all special agencies and time brokers has been announced by the local sales department of NBC in a circular letter to all advertising agencies. Effective Jan. 10, special agency commissions will no longer be allowed, according to the letter, which is signed by Lloyd C. Thomas, manager of local sales.

"In order to avoid hardship in cases where quotations upon our stations have already been made by special agencies," the letter stated, "the company will follow its previous practice for a transitional period of 30 days expiring on Feb. 9, 1934. In no event will any recognition be accorded special agencies after Feb. 9, 1934."

Managers and sales staffs of the 17 stations owned or operated by NBC have been advised to the same effect. Mr. Thomas pointed out in his letter that the NBC local sales department maintains sales representatives in New York, Chicago, San Francisco, Boston, Springfield, Schenectady, Washington, Pittsburgh, Cleveland and Denver, adding that "the sales representatives at any of these points solicit and accept local and national spot business for NBC managed and operated stations."

Networks Carry Parties For President Roosevelt

HONORING President Roosevelt's 52nd birthday, practically all of the stations of the several networks were linked the night of Jan. 30 for the nation-wide Birthday Ball being held simultaneously in various parts of the country under the auspices of a committee headed by Henry L. Doherty, head of Cities Service, and including in its membership Presidents Aylesworth of NBC and Paley of CBS. Proceeds of the local parties, at each of which radio sets were installed to hear the special greeting from the White House, are to go to President Roosevelt as a birthday gift to be expended in behalf of his Warm Springs Foundation.

Animal Food Series

DR. W. J. ROSS Co., Los Alamitos, Cal. (dog and cat food), on Feb. 1 will place a series of 26 five-minute transcriptions through Dan B. Miner Co., Los Angeles agency, on 12 Pacific coast stations: KGB, San Diego; KDB, Santa Barbara; KERN, Bakersfield; KHJ and KFI, Los Angeles; KJM, Fresno; KWG, Stockton; KFBK, Sacramento; KOIN, Portland; KOL, Seattle; KPO, San Francisco, and KLX, Oakland. Series consists of direct sales talk plus original dramatizations of human interest stories about dogs and cats. Wendall Hatch and Jerry Lynton, Los Angeles free lance radio writers, wrote the script.

WMEX will be the call letters of the new 100-watt station at Chelsea, Mass., recently authorized by the Radio Commission. It has asked for authority to erect its transmitter at a point 4½ miles from the center of Boston.

Advertising Buyer Raps Rate Cutting

Form Letter Charges Stations Quote Flexible Prices

SEVERE condemnation of rate-cutting and failure to adhere to rate-card quotations was expressed in a letter sent Jan. 25 to stations By Monty Mann, space buyer for Tracy-Locke-Dawson, Inc., of Dallas, together with a questionnaire asking for the "lowest rates" allowed by stations.

Mr. Mann stated that his agency, in making up radio accounts, has used rate information sent it by stations only to find that its clients had been quoted considerably lower rates. "In several instances," he said, "it has put us in a most precarious position with the client and has assuredly taught us that flexibility in rates on radio advertising in general will not permit us to use published rates in the future when quoting costs on radio campaigns."

The Code Authority for the broadcasting industry is seeking to eliminate rate-cutting in the enforcement of the new NRA code, as reported elsewhere in this issue. Mr. Mann pointed out that by adhering to rates stations will get business "that heretofore has been knocked in the head by flexibility, variance and uncertainty of rates."

Text of Letter

THE FORM letter, apparently sent to all stations is published herewith in full text:

> Several times recently, we have prepared estimates of cost on various radio programs and campaigns for some of our accounts. To the best of our ability, we have based these estimates on the rate information available in our office, which, we thought, heretofore, a very reliable source.
>
> Upon presentation of this information, we have been consternated and chagrined to learn that our clients have been quoted considerably lower rates than we have shown on the information we have presented to them.
>
> In several instances, it has put us in a most precarious position with the client and has assuredly taught us that flexibility in rates on radio advertising in general will not permit us to use published rates in the future when quoting costs on radio campaigns.
>
> Now gentlemen, without being in the least way apologetic, we are laying the cards on the table face up. Attached is a questionnaire which we want you to fill out on both sides and return to us without fail. We want quotations on the lowest rates your station allows which, we feel, we are entitled to if other advertisers are obtaining them.
>
> Please do not send us your rate card, and let it go at that. Sit down and fill in this information so that we may have it on a permanent file. In so doing, you will not only assist us very materially, but you will help yourself in getting business that heretofore has been knocked in the head by flexibility, variance, and uncertainty of rates.
>
> We have for early summer release to selected stations, a series of 156 broadcasts (1 minute electrical transcriptions), the total number and individual station selections depending upon how favorably your answer to this questionnaire shows up the advantages of the medium as a whole. Please furnish prompt answer.

CALL LETTERS of WCAH, Columbus, O., have been changed to WBNS, with the authority of the Radio Commission, announced Jan. 25.

Radio-News "Program" In Final Stage

Broadcasters Are Still Offered Bulletins and News Supply For Commentators; NAB Refuses to Concur

By MARTIN CODEL

NOW CALLED a "program" rather than an agreement, the project for an accord between radio and the press governing the broadcasting of news was nearing its final stage as Broadcasting went to press, with the probability that its effective date will be March 1. The "program" supplants the 10-point plan tentatively drawn up early in December. Subscribing to it in its new form will be the two major networks, the three press associations and the Publishers National Radio Committee.

The detailed "program" had not been announced as Broadcasting closed its forms, certain features of it remaining to be written into final form. Enough of what transpired at the various meetings of the radio and press interests in New York the week of Jan. 22 has been learned, however, to give some idea of the nature of the "program" and how it will work. That the plan will continue to be opposed by independent radio interests, and by certain newspaper interests, is regarded as certain.

With Edwin S. Friendly, of the New York Sun, as chairman of an administration committee, a radio bureau will be organized in line with the previously announced plan. This bureau will receive the full reports of the Associated Press, United Press and International News Service and cull therefrom enough material for two 5-minute news flash periods daily, to be furnished without cost to the networks and to such independent stations as want to pay a pro rata share of the maintenance of the bureau. Radio is to bear the bureau's expenses entirely.

Fixes Time Restrictions

THE NEWS FLASH periods are to be restricted on the air to 9:30 a. m. or thereafter and 9 p. m. or thereafter, local station time. News of "transcendental importance" is to be furnished as it occurs. The news flash periods are not to be sold for commercial purposes. News commentators on the radio are to devote themselves to "a generalization and background of general news situations" and quit their recitals of spot news.

Though it is not written into the new "program" as one of its planks, as before, the networks are to withdraw from the news-gathering field and to rely upon the press association reports for their news and for the supply of national news needed by their commentators. Columbia News Service Corp., the news-gathering subsidiary of CBS, it is understood, will definitely leave the news field on March 1.

Seven men, headed by a chairman who will be the representative of the American Newspaper Publishers Association and the Publishers National Radio Committee, are to comprise the committee to control and supervise the bureau that will furnish the broadcasters with the "limited daily news bulletins." On the committee there will also be representatives each from the A. P., U. P., I. N. S., NBC, CBS and possibly the NAB—if the latter organization agrees to join.

It is apparently a certainty that the three press associations will follow up their part of the "program" with a set of regulations designed to limit or deny the broadcasting of their national news by radio stations except in conformity with the "program." These regulations, it is understood, are to apply alike to newspapers owning radio stations, those wanting to continue their present satisfactory tieups with radio stations and those not interested in broadcasting.

Press Association's Move Next

IN BRIEF, the probabilities are that the press associations, unless their competitive status leads to disagreement among themselves, will deny their news for broadcast purposes to any member or client newspapers except under the terms of the "program." Their policy will definitely be against the sale of their news service to radio stations. Newspapers owning radio stations and those having affiliations with radio will be enjoined to follow the same rules as the others.

The "program" is being worded carefully by the lawyers so that it cannot be attacked as an agreement in restraint of trade. The A. P., it is understood, has complete authority over the use by its member newspapers of its news report inasmuch as it is a mutually-owned organization. The U. P. and I. N. S. are privately-owned, and some doubt exists as to whether they can hinder newspapers buying their services from doing with the news as they please. Both, however ,have indicated their intention of going along with the A. P. The U. P., in fact, has let it be known that it is discontinuing selling its service to Station KNX, Hollywood, as it has been doing for the last few years.

Reactions of independent broadcasters, many of them eager to get news for sponsored as well as sustaining periods, is expected to be as bitter against the "program" as it was against the original tentative agreement. The plan for organizing a radio news-gathering association of their own, launched by officials of KFI, Los Angeles, is elsewhere discussed in this issue. The dissenting broadcasters, however, are not organized to fight the "program," and there is little likelihood of any real organization for battle in view of the fact that the NAB annual convention is still far distant.

Attending one of the meetings of the press and network officials in New York on Jan. 25 was Phillip G. Loucks, managing director of the NAB. He went as an observer at the request of John Shepard III, president of the Yankee Network and vice president of the NAB, who had planned but was unable to attend in the absence of Alfred J. McCosker, NAB president. Mr. Loucks said he was there merely to report the action of the meeting to the NAB membership.

Mr. Loucks stated he was not authorized to speak for the association and said his association has not formally considered the proposal. He concurred in the statement made by Mr. Shepard previously—that the NAB should not be mentioned in the "program." President McCosker has also stated in connection with the previous agreement that he was not in a position to concur in it for the broadcasters at large. It is presumed that the NAB will refuse to join in the organization of the radio news bureau.

Would Keep Local Tieups

THE INDEPENDENT broadcasters take the view that they should be allowed to make any kind of local tieups with their local newspapers that they see fit. Certain newspaper publishers take the same view, notably F. A. Miller of the South Bend (Ind.) Tribune, which owns WSBT and WFAM, and W. T. Evjue of the Madison (Wis.) Capital-Times, which is part owner of WIBA. Both have criticised the earlier agreement bitterly, Mr. Miller having sent out widely a four-column clipsheet outlining his views. He urged as a solution of the radio-press problem

(*Continued on page* 38)

Haverlin Discusses Proposed Radio News Association . . .

AN OUTLINE of the plan for an exclusive news-gathering organization, proposed early in January by Carl Haverlin, sales manager of KFI and KECA, Los Angeles, was given to the Los Angeles correspondent of Broadcasting in an interview Jan. 20. Mr. Haverlin, as reported in the Jan. 15 issue of Broadcasting, first set forth his proposal in telegrams to selected stations in which he invited them to join his movement for a cooperative non-profit-making news association.

According to Mr. Haverlin, no definite action has been taken as yet, although 30 stations were approached and many others have indicated their readiness to join the scheme. He characterized it as a "defensive measure" against the tentative plan for radio-press cooperation drawn up at the recent meetings of network, press association and publishing officials in New York.

It is presumed here that the Los Angeles project, in which other Los Angeles stations are understood to be cooperating with KFI and KECA, is awaiting the final action of the meetings of the radio and press officials in New York. To our correspondent, Mr. Haverlin made the following statement:

News Exchange Plan

"WE DISPATCHED wires to 30 stations located in various parts of the country. We picked that number as a test. It was a representative list and even included a couple of network-operated stations and one or two owned by newspapers.

"The response was satisfactory, though the chain and newspaper stations did not reply. But, on the whole, the reaction was even more than we expected.

"A dozen stations have asked for complete details. About half a dozen are practically ready to start in at any time.

"The idea calls for a reciprocal news exchange between radio stations with the cost to be borne on a pro rata basis among stations. The news gathering organization would be a non-profit one, with no stockholders, and at a nominal cost to stations participating.

"Ultimately we could expect accredited correspondents in every town and hamlet in the world. And, in places where no radio facilities are available, we could even enlist the aid of radio listeners to act as news representatives.

World Facilities Foreseen

"SHOULD the plan get into actual working order, we contemplate a daily European cable. We have a correspondent now in London who is ready to start action at a moment's notice.

"The proposed plan would call for a correspondent in Paris, Rome, Moscow, Madrid, Berlin, Geneva, and some other cities. They would report by wire to the London man daily. The London correspondent, in turn, would coordinate the various dispatches into a single European cable. This would be sent to New York by cable. It would then be transmitted via wire services to cooperating stations in this country.

"The foreign setup would also include a similar service in New South Wales. In both cases, of course, the United States stations cooperating would share the cable cost and their proportionate share of the news-gathering expenses.

Local Cooperation

"NOW take the local stations. There can be cooperation between stations in any locality, as well as between cities. For instance, here in Los Angeles, if KFI-KECA becomes a sustaining station for the projected radio news service, there is nothing to hinder letting other broadcasters in on the deal.

"We could then assemble local news with a small staff of leg men. They could cover the news beats, condense the news and make it available to other local stations, at the same time also sending it via wire to other stations in the east.

"The outlined organization for news exchange would primarily include three types of service. Some stations would require all of our facilities as contributing members; others would perhaps use only special copy such as a Hollywood digest, Paris dispatch, Washington news letter, New York briefs, etc. And a third class would merely

(*Continued on page 35*)

XUM

Copeland Amends Drug Bill as Black Plan Wins Support

Many are Still Dissatisfied With Food, Drug Measure

FURTHER revision of the Copeland bill, proposing regulation of the sale and advertising of foods, drugs and cosmetics, is contemplated by Senator Copeland (D.) of New York, before the measure is reported to the Senate Commerce Committee by the subcommittee to which it has been entrusted.

Following several conferences with parties interested in the measure, it was indicated by the New York Senator that he would endeavor to incorporate in the measure provisions which would eliminate most of the existing objections. So far as is known, however, he has no intention of altering the measure so as to amend the existing food and drugs law, but will insist that it be in the nature of new legislation superseding the present law. Many opponents of the original Tugwell bill and of the Copeland substitute, notably proprietary manufacturers, have opposed entirely new legislation.

Copeland Substitute Approved

SENATOR Copeland offered his substitute Jan. 4, declaring he felt it met the objections of all groups. Manufacturers, publishers and broadcasters, however, felt the measure still had many shortcomings. It is to rectify these apparent discrepancies that Senator Copeland proposes to amend the measure further. Some opponents have held that the whole theory of the Copeland bill is wrong and that the measure should be killed.

Meanwhile, much support is being mustered for the Black bill in the House, proposing amendment of the existing law. This measure, suggested by the National Drug Trade Conference at the hearings before the Copeland subcommittee in December, also was introduced in the Senate on Jan. 19 by Senator Stephens (D.) of Mississippi, chairman of the Senate Commerce Committee. In a general way, the industries which would be affected by new food and drugs legislation feel that the Black bill, with one or two amendments, would prove adequate from every standpoint.

Black Attacks Other Bills

IN A SPEECH on the floor of the House, Rep. Black (D.) of New York, on Jan. 24, assailed the Tugwell bill and its successor, the Copeland measure, as being endorsed by "self-appointed protectors of the consuming public" who would destroy the service of advertising and set up their own standards for merchandise. He made particular reference to the commodity grading provisions of both the Tugwell and Copeland measures, which were attacked at the hearings by publishers' spokesmen as a death-blow to advertising.

"Next to the group of persons who spend all of their time thinking up ways to exploit the consumer," declared Mr. Black, "I believe the most dangerous are those who, under the guise of protecting the consumer, attempt to destroy honest industry. In the latter group are those who write books for personal profit 'exposing' industry."

Mr. Black made a plea for food and drug legislation "that will stamp out fakes, frauds, parasites and deceivers." He said: "Let's have legislation that is not only fair to the public but to the people who try to do business with the public. Let's amend the Food and Drugs Act and let's have a Food and Drug Administration that can enforce the law—not one that spends so much time drafting and lobbying for new legislation.

Must Not Kill Advertising

"I DO NOT believe in discontinuing the service of advertising, for it is through this service that the consumer is kept informed and publications maintain their high standards. It may be necessary to control advertising to some extent, but it must not be killed as a consumers' service.

"There has been an inspired clamoring for food and drugs legislation. To bring this about, a few 'horrible examples' of bad products and trade practices have been exhibited throughout the country by a government department. A considerable sum of money has been expended in this campaign to stir up a feeling against our present Pure Food and Drugs Act, which is recognized by legal authorities throughout the world as an effective measure for consumer protection. Other countries have studied this law and have used it as a model for their food-drug laws."

Mr. Black said that food and drug legislation now pending in Congress is of two kinds—one provides for legislation by Congress and enforcement by the courts, and the other provides for bureaucratic control over the industries involved. He said he believed the public would be better served by legislation which amends the existing Food and Drugs Act in plain, understandable and explicit terms with as little opportunity as possible for misinterpretation.

Chamber Attacks Bill

LATEST to attack the proposed legislation was the Chamber of Commerce of the United States, which, in a statement filed with the Senate Commerce Committee, assailed the pending bill as "an attempt at inexcusable intrusion into private business." The measure, it said, would place "government censorship upon food and drug advertising." Moreover, the statement held that industry itself should "continue its progress in arriving at standards of quality for articles to which such standards can properly be applied."

Agency Man Sings

RAY VIR DEN, account executive of Lennen and Mitchell, Inc., New York, the agency handling the account of the Tidewater Oil Sales Corp., New York, took the air on the "Music on the Air" program on CBS recently when Jimmy Kemper, song dramatist, took suddenly ill. Vir Den used to be a concert and opera singer before he became an advertising man.

NO LIQUOR KICKS

Listeners, in Fact, Phone to Ask Recipes be Repeated

ONLY ONE complaint by mail, and none by telephone, is reported by John Shepard III, president of the Yankee Network, since his organization started carrying three liquor schedules. In fact, according to Mr. Shepard, accounts which offer a recipe for a gin mixture have elicited numerous telephone calls for a repetition of the mixtures. The accounts are Blue Seal Co., Cambridge, Mass. (cognac and Scotch), seven 5-minute sports talks nightly by Jack Ingersoll, started Jan. 8 on WNAC, WEAN, WORC, and WMAS; Ben-Burk, Inc., Boston (Mr. Boston Gin), evening 125-word announcements giving cocktail recipes by "Mixologist" visiting the commissaries of Boston's better cafes, started Dec. 22 on WNAC; and Lloyd's London Gin, nightly 125-word announcements with weather reports, started Jan. 3 on WNAC.

Mexico to Place Disks On 50 U. S. Stations

A SERIES of transcriptions on American radio stations is planned by the Mexican government, which has contracted with Grace Sanderson Michie, radio writer and producer, to tour Mexico before writing the series. Miss Michie left San Francisco Jan. 18 for El Paso, whence she was to cross the border to a cruising hotel-automobile that will convey her through the entire country for an indefinite period. When she returns to San Francisco, she will write her experiences and impressions for recording by the MacGregor-Sollie Laboratories, San Francisco, and use on some 50 American stations. Miss Michie did a similar job for the Australian Travel Bureau last year, the disks going on 52 American stations. She is scheduled to do a series of New Zealand later in 1934.

Dustless Coal Campaign

OPENING an educational campaign in support of dustless coal and coke and its advantage to household consumers, the Calcium Chloride Association has started weekly radio broadcasts in five key cities, according to announcement by Ray A. Giddings, secretary. The programs are being carried over WWJ, Detroit; WHK, Cleveland; WMAQ, Chicago; WKRC, Cincinnati, and WBEN, Buffalo. The present schedule continues through March. In the campaign handled by N. W. Ayer & Son, the association is tying in its effort with the general drive of the coal industry in behalf of coal and coke. In conducting the radio campaign the association is acting for its member producers, the Columbia Alkali Corp., Dow Chemical Co., Michigan Alkali Co., and Solvay Sales Corp.

HERETOFORE charging evening rates for the Sunday hours after 2 p. m., WOR, Newark, announced on Jan. 12 that hereafter the regular daytime rate will be charged for Sunday afternoon sponsored time.

Commission Views Differ on Liquor

Repeal of Reed Amendment Delays Stand on Radio

DIFFERENCES of opinion have developed within the Radio Commission regarding the promulgation of a definite policy on programs sponsored by distillers and brewers, it was learned Jan. 30, mainly because Congress already has sanctioned liquor advertising in newspapers and periodicals by repealing the so-called Reed amendment, which barred from mail going into dry states periodicals carrying liquor advertisements.

Holds Up Opinion

THE COMMISSION has before it an opinion by its legal division on liquor advertising, together with recommendations from its acting general counsel, George B. Porter. These have been discussed at recent Commission meetings, but no decision has yet been reached. The absence of Commissioner Starbuck on Jan. 30 prevented any definite action.

Unofficially, it was said that while the question of advertising of liquor over the air was not considered by Congress in its repeal of the Reed amendment, it must, however, be considered a legislative finding on the subject of liquor advertising sufficiently broad to cover radio. Consequently at least some members of the Commission feel it is unnecessary for the Commission to adopt a rigid policy concerning such radio advertising.

Broadcasters Await Action

BECAUSE so many questions have been raised concerning the Commission's stand on this subject, however, and because of the publicity given to the whole problem, it may be decided to make some sort of an official announcement concerning liquor and beer advertising. A majority of the stations and both of the networks have been rejecting hard liquor accounts not only because they may have considered them improper for broadcasting but also because they were in doubt as to the Commission's attitude.

When the Commission instructed its legal division to draft an opinion on liquor advertising, the Reed amendment was in force. Numerour protests had been registered by publications with the Post Office Department, alleging that the amendment was unfair because it prevented newspapers and magazines from publishing liquor advertising while radio was not restricted. With the repeal of the Reed amendment, however, this issue is eliminated.

First Liquor Account

WHAT is believed to be the first liquor account on the air in the New York area has been accepted by WOR, Newark, from the Mount Rose distilling Corp., advertising its Mount Rose Gin. It starts Feb. 2, to be heard Fridays, 7:30 p. m., and features the Sizzlers male quartet. The commercial credits will contain a statement similar to those used in newspaper advertisements of liquor, pointing out that the ads are not intended to apply in states where liquor is still unlawful.

XUM

Label-Saving Contest Sells Time, Products

By F. A. MECKELNBURG
Assistant Sales Director
WHK, Cleveland

Women's Organizations Furnish 50,000 Workers, Win Prizes; National Sponsors Purchase 26½ Hours on WHK

Mr. Meckelnburg

WITH a total of 580,678 labels from the products of 26 manufacturers, the WHK Label-Saving Contest concluded a strenuous eight-week campaign Dec. 9. The contest, probably the first of its kind to be sponsored and promoted by the use of radio, enjoyed the support of women's organizations with active workers totalling approximately 50,000.

A twofold sales approach was necessary to start the wheels grinding last September. In brief, the plan sought to encourage women to buy specific food products, the labels of which were valuable as votes in the contest. Prizes totalling $3,000 were offered to the most effective women's organizations to encourage their support. The contest ended just a few weeks before Christmas when church and civic organizations are notoriously receptive to needed funds.

Organizations Solicited

OWING to the amount of detail involved in this double-barreled promotion, it was launched under the supervision of Kent A. Nesbitt, sales counsellor and president of the Nesbitt Service Co., supported by the merchandising department of WHK. Forces were divided, one division being delegated to secure the cooperation of the women's organizations and the other to contact the manufacturers.

A prospectus completely explaining the contest, was sent to all church organizations, parent-teacher associations and others not affiliated with national or fraternal organizations. These were followed up by talks to their membership at regularly scheduled meetings, and culminated in the enrollment of 183 organizations which became active in the contest. Each signed application contained the number of active members.

First prize in the contest was $1,000 in cash, second prize $500, third prize $250, fourth prize $100, etc. Every organization won a prize, the least effective groups winning large baskets of assorted groceries.

How Labels Were Rated

PRACTICALLY all national food manufacturers with comprehensive distribution in the Cleveland market were invited to enter one or more of their products in the contest. The respective labels were valuable as votes according to the nearest unit of 10 to actual purchase price. For instance, an item costing 8 cents would count as 10 votes and one costing 31 cents would entitle the organization to 30 votes.

Tables were set up and manufacturers' participating fees were assessed on the basis of unit cost and normal frequency of purchase. No competing products were accepted.

Newspaper Ads Tied-in

THE ORIGINAL prospectus was followed up by another letter and in many cases by wire and long distance telephone solicitations. Twenty-six manufacturers responded by entering 45 products. Prominent among them are the names of Pillsbury, Nestle, Armour, Scott Paper, Weideman, Red Star, Quaker, Mueller, Twenty Mule Team, Procter & Gamble, as well as the three large food chains, A. & P., Fisher's and Kroger's, each of which had independently-entered products.

Following a four-weeks intensive solicitation campaign, the WHK Label-Saving Contest was launched, with a half hour evening program, at which M. A. Howlett, general manager of the station, officiated as master of ceremonies. Simultaneously a half page advertisement appeared in the CLEVELAND PLAIN DEALER, giving details of the contest. Subsequently, 100,000 reprints of this ad, with vote-value of each product printed on the reverse side, were distributed to workers.

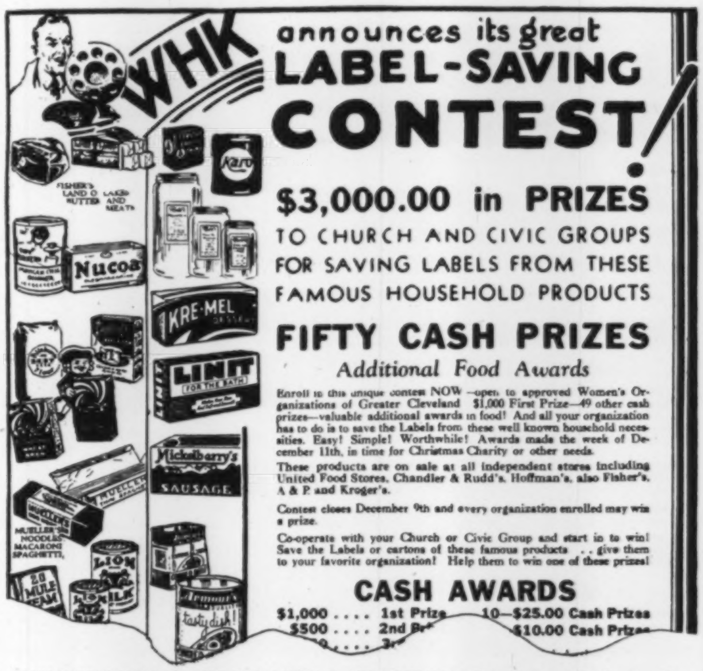
After the opening, WHK broadcast a 15-minute Label-Saving program each morning and afternoon, daily except Sunday, for which the contest was charged card rates, as though it were an individual sponsor of radio time. The original newspaper ad was supplemented by nine smaller ads during the life of the contest.

Labels were permitted to be brought to the station at all times and station employes were selected to count and record the standings of the organizations. When the flow of labels slowed up, interest was spurred by special weeks during which votes turned in would be doubled in value. Awards were made on the basis of votes per capita of active membership with a diversification-of-products factor in case of an approximate tie. The campaign was climaxed by a half hour evening program on Dec. 9, at which time the winners were announced.

The Balance Sheet

A UNIQUE experiment in radio, the WHK Label-Saving Contest closed its books with almost a perfect balance of income and expense. For the participating manufacturers, the contest produced 580,678 labels with aggregate vote value of 31,817,658. For the station it provided 100 daytime quarter hour programs and three evening half hour programs paid for at card rates after provisions had been made for the overhead.

Manufacturers expressed general satisfaction in the final outcome, with the certainty that aside from the actual and immediate results this initial trend to their products will produce continued patronage and good will.



announces its great
LABEL-SAVING
CONTEST!

$3,000.00 in PRIZES
TO CHURCH AND CIVIC GROUPS
FOR SAVING LABELS FROM THESE
FAMOUS HOUSEHOLD PRODUCTS

FIFTY CASH PRIZES
Additional Food Awards

Enroll in this unique contest NOW—open to approved Women's Organizations of Greater Cleveland $1,000 First Prize—49 other cash prizes—valuable additional awards in food! And all your organization has to do is to save the Labels from these well known household necessities. Easy! Simple! Worthwhile! Awards made the week of December 11th, in time for Christmas Charity or other needs.

These products are on sale at all independent stores including United Food Stores, Chandler & Rudd's, Hoffman's, also Fisher's, A & P. and Kroger's.

Contest closes December 9th and every organization enrolled may win a prize.

Co-operate with your Church or Civic Group and start in to win! Save the Labels or cartons of these famous products . . give them to your favorite organization! Help them to win one of these prizes!

CASH AWARDS

$1,000 . . . . 1st Prize 10—$25.00 Cash Prizes
$500 . . . . 2nd $10.00 Cash Prizes

ANNOUNCING LABEL-SAVING CONTEST—Portions of first of a series of newspaper ads tied in with unique contest which brought profit to WHK and its listeners. One hundred thousand reprints of this ad, with the vote value of each label, were distributed to the workers gathering the labels for needy church and civic organizations.

LABELS AND MORE LABELS—Some of the "returns" received by WHK in its Label-Saving Contest. A special storeroom was required to house more than a half million labels from 45 products represented in the contest.

Survey Shows Efficacy of Radio As Department Store Medium

Retail Dry Goods Group Told Right Station. Time and Program Must be Selected

RADIO has become an important, if not an indispensable medium to the department store in the merchandising of its products, but must be used judiciously, the annual convention of the National Retail Dry Goods Association was told in New York Jan. 17 by V. Edward Borges, president of Vincent Edwards & Co., of New York.

Addressing the sales promotion session on the subject "Is Radio Increasing or Diminishing in Acceptance as an Effective Business Getting Medium for Retailers," Mr. Borges asserted that conclusions drawn from a survey by his own organization definitely prove the efficacy of radio advertising.

Time, Place and Girl

"TO BE successful," he said, "a store radio program must be broadcast from the right station at the right time; the broadcaster should be a woman, the theme song must be well chosen, and care should be exercised in prompting the proper merchandise."

The sales promotion division afterward decided to prepare a manual on radio broadcasting retail programs for use of members of the nationwide organization. Paul E. Murphy, advertising manager for Frederick Loeser & Co., Brooklyn, was elected chairman of the division and Ira Hirschmann, publicity director of Lord & Taylor, New York, and one of the radio pioneers in the department store field, was elected vice chairman.

"In picking a station," Mr. Borges declared, "the retailer will want the station with the most thorough coverage. The listeners in the next county, who are always made to sound important by smart station salesmen, don't bring a dime into the retailer's pocket. But, unfortunately, the most popular local station is often the most powerful and the most expensive, for it is the big national advertiser's chain program that has won it a large local audience."

Mr. Borges explained, however, that in some cities there are smaller stations with unusual local popularity due to consistent broadcasting of local public service events, and that such stations, with a lower rate, would answer the retailer's needs.

"Regardless of cost, however," he declared, "the consensus is that thorough local coverage is of first importance. Broadcasting over third-rate stations does not pay."

9 A. M. Preferred

MR. BORGES said his survey showed that 9 o'clock in the morning is the best time of the day for a retailer's program. "At this time," he continued, women have just ushered their husbands to work and children to school; they are sitting down at the breakfast table for a second cup of coffee before starting the morning's housework. Just at this time, the housewife's plan for the day can be easily changed from housework to a shopping expedition. Evening programs, if used, are primarily institutional in character, rather than direct selling, and last longer than the usual 15 minute morning broadcasts."

Women should be used as announcers or directors of retail programs, Mr. Borges said, because the audience is composed of women. The announcer should have a rich voice, an engaging personality and should be a ready conversationalist. He added:

"It is a mistake to select a women for her copy reading ability to be a broadcaster. It is far more important that she be an interesting and voluable conversationalist, because continuity is written in an entirely different type to newspaper copy. The broadcaster must be enthusiastic about the store. She must know all the buyers and merchandise men. She must know store policies and store services. Unless absolutely necessary, she should not have part of her time taken up with copywriting for newspaper ads. She should have a coined name—perhaps a name which suggests the name of the store."

Open for All Items

VIRTUALLY every sort of merchandise can be promoted over the air, despite the fact that stores now confine their radio merchandising to smaller items. One store, he said, found that items under $10 pulled the best immediate results.

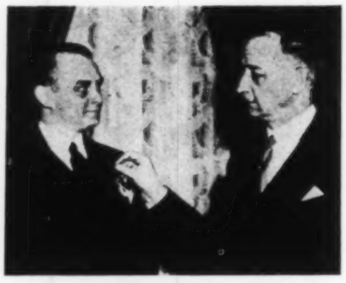
"The practice of promoting radio specials is an excellent habit and has proved successful wherever it has been tried," he said. "Radio specials must be actual bona fide values. It is found that they frequently cash in with increased sales from other items in the department.

"Describing merchandise over the air has one drawback—it is hard to compare qualities. Therefore, a startling frankness is necessary. Frankness, scrupulous truthfulness and informality of diction are absolute requisites if the program is to pull results consistently."

Mr. Borges recounted a number of specific examples of department store programs which have achieved excellent results. Children's programs, he declared, can be counted on for results. Among others, he cited the recent A. & P. grocery survey which showed amazing increases in sales for items advertised exclusively over the air and proved the pulling-power of radio if properly used.

Two Use Split Nets

SPLIT networks for regional coverage have been engaged for two new CBS accounts, Chamberlain Laboratories, Des Moines (hand lotion), and Ely Walker & Co., St. Louis (Gilbrae fabrics). The former on Jan. 14 began using WBBM, KLZ, KMBC, WHAS, WCCO, KMOX and KSL, Sundays, 7-7:15 p. m., and the latter on Feb. 1 starts on KRLD, KTHR, KMBC, KOMA, KMOX, WACO, KFH and KOCW (Tulsa), Thursdays, 10:30-11 a. m.



Awarded French Cross

ALFRED H. MORTON, business manager of the program department of the NBC (left), on Jan. 24 was awarded the Cross of the Legion of Honor of France at a ceremony at the French Embassy in Washington. The decoration was bestowed by Ambassador Andre de Laboulaye in recognition of his services to France while acting as European representative of RCA in Paris during the last four years. He was transferred to NBC last November. Before that he was with the RCA in this country, and it was under his direction that WRC was built in 1923. Frank M. Russell, NBC vice president, was host to Mr. Norton and a group of radio notables at a luncheon in Washington the day of the award.

Sarnoff Made Director Of Metropolitan Opera

THE POSSIBILITY that Metropolitan Opera will move into Radio City, as contemplated in the original plans for the Rockefeller venture, was freely discussed in the New York press with the announcement Jan. 17 of the appointment of David Sarnoff, president of RCA, to the board of directors of the Metropolitan Opera Association, Inc. The opera company is still using its old theater in New York, but recently continued its agreement with NBC to broadcast the opera, with NBC funds and those of the sponsor, American Tobacco Co. for Lucky Strike, helping defray its expenses.

WNEW Names Staff

WNEW, Newark, newest metropolitan New York station, formed by combining WAAM, Newark, and WODA, Paterson, N. J., is rapidly completing its program staff. Don Clark, program director, on Jan. 17 announced the appointment of William Farran as chief announcer. Mr. Farran started on radio in 1924 with WRC, Washington, and formerly was with KDKA, Pittsburgh. Mr. Clark previously had announced the naming of Walton Butterfield, former Paramount motion picture director, who has been a producer and continuity writer with both NBC and CBS, as director of dramatics and continuity. Kay Reed, Roxy Theater organist formerly heard on WINS, has also been added to the staff. Others added to the staff are: Miss Sybl Siegal, commercial traffic manager; and West M. Wilcox, concert singer as announcer.

BEN BERNIE is due in Hollywood on March 5 with his band to be in Paramount's talkie, "The Great Magoo."

Radio Rights on 'Tarzan' Revert to Author; Plans Of American Features

FREDERICK C. DAHLQUIST, president of American Radio Features Syndicate, Los Angeles, announced Jan. 15 that his company's contract with Edgar Rice Burroughs for radio rights to the "Tarzan of the Apes" transcription series has expired and that a mutually satisfactory arrangement has been made whereby Edgar Rice Burroughs, Inc., will hereafter produce and distribute the disks. American Radio Features has produced 286 episodes of "Tarzan."

The same directors, writers and personnel that brought out "Tarzan" will remain with American Radio Features in the production of new features shortly to be released, including "How Wonderful," from the log of "Singapore Jim," treasure ship romance by Rupert Hughes; "Once Upon a Time," phantasy along the lines of Walt Disney's cartoons, and "Three Musketeers," dramatization of the Dumas novel.

About 50 stations have carried the "Tarzan" series as sponsored or sustaining programs. Among the sponsors are Signal Oil & Gas Co., Los Angeles, on KPO, KFWB, KFXM, KERN, KMJ, KDB, KGB, KXO, KIEM, KJR, KIT, KVOS, KORE and KOIN; Larus & Bros., Richmond, Va. (Domino Cigarettes) on WRVA; Foulds Milling Co., New York (macaroni and spaghetti) on WBBM; Collin County Mill & Elevator Co. on WFAA; American Maid Flour on KXYZ; Freihofer Baking Co. on WKBF; Royal Baking Co. on KSL; Zinsmaster Baking Co. on WCCO; Cortland Baking Co. on WFBL and WSMB; Andresen-Ryan Coffee Co. on WEBC; Grainger Bros. (coffee) on KFOR; Southern Dairies on WSOC, and the Pepsodent Co. on 3GB, Sydney, Australia, and 3KZ, Melbourne, Australia.

New Accounts Specialist

TO SPECIALIZE in the cultivation of new opportunities for the sale of time to advertisers not now using the radio medium, CBS on Jan. 29 appointed William C. Gittinger, formerly director of sales development and advertising of the Tidewater Oil Co., as director of sales development. Mr. Gittinger will study markets and selling methods and devise ways and means whereby such accounts as railroads, air transports and seasonal products can use radio effectively. Mr. Gittinger was with the Joseph Richards Co. when that agency won the 1925 Bok advertising award for a Tidewater campaign which he handled.

Full Time for WMBD

FULL TIME for WMBD, Peoria, Ill., now sharing equally with WTAD, Quincy, Ill., was awarded by the Radio Commission Jan. 16. At the same time the Commission denied the application of WTAD to move into East St. Louis, Ill. WTAD thus must go off the air on Feb. 5 unless it appeals to the courts from the Commission decision.

XUM

Can the Department Store Afford Radio?

By MARGARET FITZGERALD*
Sales and Advertising Manager
O'Connor-Moffatt & Co., San Francisco

How the Usual Air Ad Test Was Applied to Newspapers; Bad Program Held Worse Than No Broadcast

A RATHER STIFF but invigorating dose for both department store executives and radio station managers is this discussion of radio in relation to the department store. Without sparing either, Miss Fitzgerald suggests that radio hasn't been given a fair trial by department stores because most store advertising managers are afraid to get out of the rut of writing newspaper blurbs, and at the same time she points out that a poor program on the air may do more harm than good. And that's where the station comes in. A radio time salesman, she says, should have a program form mapped out before he approaches the department store rather than accept anything that may occur to the store executives.

"RADIO — can the department store afford it?" Strictly speaking, a department store can't afford anything these days, but least of all can it afford to overlook a bet. And radio, intelligently used, is in my estimation, one of today's *better bets!* But . . . it had better be good or it will boomerang.

Fortunately or unfortunately for radio, it seems that listeners practically never ignore a program. They can't take it or leave it alone. No, listeners either like your stuff or it annoys them. Now a newspaper ad either pulls or it doesn't pull, and the chances are that the ad that does no particular good will likewise will have done no particular harm. If your message in type fails to merit the attention of the reader, it's no effort at all for him to shift his eyes to the news columns instead and he doesn't go around hating your store because the ad didn't click with him.

Good or Terrible

HOWEVER, with radio, its different. You're good or you're terrible. If your message clicks, praise Allah, you've struck pay dirt. If it doesn't click, heaven help you, you're worse off probably. You not only haven't done your store any good, but if you were annoying enough on the air, chances are you've done it a lot of harm.

Getting back to radio as it concerns us today. Why aren't more stores using it? What's the matter with it? Why, years ago if an advertising manager struggling to put over a message in cold type were told that one day it would be possible for him to make type talk out loud, he'd have hailed the millineum! And what does the department store do about it? It does an ostrich and buries its head. Why, in St. Louis the Associated Retailers banded together and passed a rule that forbids an individual store to broadcast. That is recognition for radio. Stores don't band against something unless it's something important! Outside of St. Louis most stores have been strangely apathetic concerning the airways and means.

Doesn't Get Fair Trial

DOESN'T this have a familiar ring: "We're spending all we can now for advertising. (Sure, everybody is—but how wisely?) We want to concentrate attention on our newspaper ads. (Radio can help do that in a big way and O'Connor-Moffatt's is doing it now with a five minute spot every morning.)

"Mrs. Doakes, the president's wife, says she doesn't turn on the radio once in six weeks and she is sure nobody else in her set does—so why bother—nobody listens anyway." The truth of the matter probably is that unless the ad manager himself or herself happens to be a radical or a rebel with a fighting complex, radio doesn't get a fair hearing; or, if it gets a hearing, it doesn't get a fair trial.

Faith in Newspapers

REALLY, it's beautiful, the trusting faith most stores have in the newspapers with the highest rates. If the morning Gadnookus or the Evening Gladiator fails to sell the rayon stepins at 69 cents, then, by the gods, nothing will sell 'em! Something's wrong with the stepins, not the ad. If however, the same 69 cent stepins are radio advertised and flop, radio's no good; but the stepins are still the pink of perfection! How do stores get that way about mediums? Is it because they've never taken the trouble to figure out that after all, the percentage of direct sales on newspaper advertised items is only 6 to 8 per cent of their total volume. In other words, what 92 to 94 per cent of the newspaper advertising does, is sell the store as a whole, and publicize its policies, if any.

Why should radio, lusty infant though it is, be expected to do more? In other words, what does a radio test *test?* A special item is offered for sale only over the air. (Usually it's hidden from sight so that the radio-customers must brave some dour-faced clerk and ask for it in order even to see it!) The sales results are checked and the store's ad man says, "I told you so," to the radio station. Nine chances out of ten the radio chap, knowing little of department stores, can only bow his head in shame. He may think the test unfair but he can't prove why. Radio chalks up another failure because only 52 people came to buy galoshes at $1.29 instead of $1.50. Now if your radio salesmen were only an ex and embittered department store ad man himself, he could talk back. He could ask embarrassing questions. He could tell Mr. Store Owner facts and factors that might upset a few sacred publicity cows.

Radio Test for Press

UNDERSTAND, I'm *for* newspaper advertising—but only 90 to 99 44/100 per cent, and I leave a fraction for radio and have an open mind. Any time radio can earn a bigger percentage of my advertising dollar, I'm going to try to persuade the boss to spend more for radio. Did you ever put newspapers up against such a test as the galosh case? Did you ever advertise silk yardage at half price and then hide it away so the customer couldn't see it unless she asked for it?

Well, once upon a time O'Connor-Moffatt's did that very thing. We did it not as a test but to save ourselves money on a mistake. Now the ad ran in SHOPPING NEWS and there were four silk items featured. The lead item was supposed to be satin-back crepe specials at $1.95 a yard, a quality regularly selling for $3. Moreover, satin-back crepe was probably the most wanted item right then among women who sew. Mistakes will happen, and a mistake did happen in this silk ad. The most important item of all—a sensational buy at $1.95—was advertised at $1.45 by error. We paid more than $1.45 for that material and we hated to take an actual loss on it. Now the other three items were correct, but higher in price.

We had a meeting (department stores thrive on meetings) and decided to put the three correctly priced items on the tables at the front of the department. We put the satin-back crepe at $1.45 under the counter. Salespeople were instructed to sell as much of that satin crepe at $1.45 as any customer asked for. He was not to show the crepe unless it *was* asked for. Here's the pay-off. That silk ad brought us the biggest day we had in 1933 in the silk department! Yet only 33 yards of the silks sold were the $1.45 satin crepes.

Imagine what a black eye for radio if the store had taken a $3 item, priced it actually below cost at $1.45, hidden it so customers would have to ask for it specifically, and then sold only 33 yards! The moral screams; the public came to buy silks, not silk at a price. Evidently our ad did remind them that O'Connor-Moffatt's had a pretty good line-up of yard goods, and they came to buy it!

Ad Managers Afraid?

WHY HAVE so many stores made abortive attempts at radio only to discard it? Why hasn't radio clicked in so many instances? Well, I put most of the blame squarely on the advertising manager who is inclined to be a trifle scornful of the spoken word. Maybe he's not so scornful as he is afraid; read the average store ad aloud and you'll know why. It's pretty sorry reading. In plain words, it takes better brains to put on a successful radio campaign than it does to put out newspaper ads. A radio program is apt to show you up if you don't expend real time and thought and energy on it. A $20 a week copy-writer can't do it; she hasn't the authority for one thing. And, believe me, it takes somebody with real authority to do a radio program—or to okay it—otherwise the overlords will rule out everything that isn't tripier than tripe before it ever hits the air.

Summing up the situation, I think department stores can afford radio if they'll use some intelligence about the way it's presented and if they'll give it a fair deal. Maybe the average mind of the people you're addressing by air is that of a 12-year-old, but does a 12-year-old want to be bored and talked down to?

Rap at Station Technique

FURTHER, I think the selling of radio time to department stores has been sadly bungled. Usually the man who's on the selling end doesn't realize what peculiar institutions department stores think they are; and usually the cart is put before the horse. The radio station is sold first, and what the program's to be is of secondary consideration or is even doped out later. Mr. XYZ is out to sell XYZ time and in an effort to make the sale he says fine and hopes for the best when the store buying the time says let's do something dif-

(*Continued on page 33*)

---

* From an address delivered Jan. 18 to the radio department of the San Francisco Advertising Club.

Congress Shows Little Desire To Disturb Radio Control Now

Dowling Withdraws as Candidate for Commission, Urges More Nets; Senator Charges Censorship

DESPITE several political outbursts concerning radio regulation, program censorship and network operation, little has developed since Congress convened to indicate any drastic changes in radio legislation or regulation in the immediate future. About the only development having real substance is that concerning the possible replacement of the present first zone commissioner, William D. L. Starbuck.

Commissioner Starbuck's term will expire Feb. 23, at which time a successor will be named for a six-year term. Although Mr. Starbuck is a Democrat, considerable doubt prevails regarding his reappointment. Unconfirmed reports, however, are that Senator Copeland, (D), of New York, is now endorsing him for reappointment.

Eddie Dowling Declines

PROMINENTLY mentioned for the first zone post is John Killeen, of New York, former publisher of a Bronx newspaper and identified with Tammany Hall. He is said to have the backing of Senator Wagner, of New York, and of other members of the New York delegation. Eddie Dowling, Broadway actor who headed the theatrical division of the Democratic committee in the 1932 campaign, has eliminated himself from consideration, declaring on Jan. 21 that he would not accept the appointment if proffered. He has been named a government member of the Code Authority for the broadcasting industry.

Meanwhile, Senator Dill (D), of Washington, and Rep. Rayburn (D), of Texas, chairmen respectively of the Senate and House Interstate Commerce committees, are jointly drafting a bill proposing creation of a Federal Communications Commission, along the lines of the report submitted to President Roosevelt by the interdepartmental committee on communications. After the first draft is completed, the legislators probably will submit the bill to the interdepartmental committee, and a month is expected to elapse before a completed measure is introduced in Congress. Whether action will be sought at the current session will depend largely on the President's view. Hearings unquestionably will be called by Senator Dill shortly after the bill is introduced. Much support has been aroused in favor of mergers in the various communications fields to eliminate allegedly unnecessary competition and wasteful duplication and overlapping, but, anticipated opposition, it is believed, may block enactment of legislation of this sort by the present Congress.

Dill Opposes "Monopoly"

IN AN ADDRESS Jan. 29 before the American Section of the International Committee on Radio in Washington, Senator Dill declared he was opposed to the suggestion that one "giant monopoly" be created in communications. First, he declared, the advent of radio in foreign communications has brought about amazing reductions in cable rates. Secondly, he asserted, the elimination of competition would stifle radio development, rather than encourage it. He said he favored creation of a communications commission to which would be left the matter of considering consolidations, just as was done in the case of railroads through Interstate Commerce Commission regulation.

Robinson Charges Censorship

A POLITICAL onslaught against the Roosevelt administration and its alleged "censorship" of radio speeches was launched in the Senate Jan. 18 by Senator Robinson (R.), of Indiana, and stirred up only mild repercussions. Senator Robinson, who has made several anti-administration attacks since Congress convened, charged that the radio facilities of the nation "today are monopolized * * * by the administration."

"There is today," he asserted, "from what I can learn, a radio censorship as rigid as the censorship practices in any land ruled by an absolute dictator."

Senator Robinson quoted from newspaper articles, letters and other correspondence involving stations in his effort to support his charge that radio stations have censored speakers or denied them facilities because they criticized the administration. He mentioned WBZ, Boston WBZA, Springfield, and WHAM, Rochester, specifically as stations which had "censored" anti-administration speeches. Specific mention of NRA in connection with the censorship allegations was made.

As in the case of the charges of censorship made by the Republican National Committee several months ago, members of the Radio Commission promptly denied the Robinson charges. Both Commissioner Lafount and Secretary Herbert L. Pettey asserted they knew of no instance in which the Commission or any other responsible individual in the administration had commanded stations to censor anti-administration speeches.

In concluding his address, Senator Robinson introduced a resolution seeking an investigation by a Senate committee of the Commission in connection with its control "of the freedom of speech." The resolution was referred to the Interstate Commerce Committee. It follows in part:

> *Resolved*, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make an investigation of the control exercised by the Federal Radio Commission over persons broadcasting through licensed broadcasting stations, and the extent to which the freedom of speech of such persons has been restricted. The committee shall report to the Senate, as soon as practicable, the results of its investigation, together with its recommendations.
>
> For the purpose of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions and recesses of the Senate in the Seventy-third Congress, to employ such clerical and other assistants, to require by subpoena or otherwise the attendance of such witnesses and the production of such books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures, as it deems advisable.

Mr. Dowling, in a statement to newspapermen in New York Jan. 21, eliminated himself from consideration as a Commission candidate and announced he would submit to President Roosevelt a plan "to end the air monopoly by the two dominating networks." He made this comment in discussing an article he had written for the FORUM MAGAZINE, in which he suggested establishment of a half dozen networks to open the air to artists and entertainers whose talent cannot be utilized under the existing network situation.

"Five million dollars is ample revenue for a year's operation of a network of moderate size," the actor said in his article. "The two dominating networks of today have an annual income of about $40,000,000.

"Let us have, instead of three principle networks, six or more. Each will be smaller, but these will be able to cover all, or very nearly all, of the territory previously covered by the large networks."

First Radio Receiver

FURTHER evidence of the "radio-mindedness" of the Presidential family is apparent in the two new limousines delivered to the White House recently. Each is equipped with custom-built Philco receivers. In order to make the controls as easily accessible as possible, Philco and Packard engineers built the control panel of each set into the arm-rest. The set itself is in a special compartment under the floor, and the speaker is concealed in one of the rear doors.

Mullen Denies Profiting By Hanley Appointment

ARTHUR F. MULLEN, Democratic national committeeman from Nebraska and former law associate of Radio Commissioner James H. Hanley, denied Jan. 28 that he had "capitalized" in any way from Mr. Hanley's appointment. He denied also charges made by Dwight Griswold, former Republican nominee for governor of Nebraska that he became an "attorney and lobbyist" for the RCA immediately after Mr. Hanley's appointment to the Commission last spring.

Mr. Hanley's appointment to the Commission came after Mr. Mullen, who had been floor leader for President Roosevelt at the Democratic convention in 1932, had rejected the post. Mr. Mullen and Mr. Hanley occupied the same suite of law offices in Omaha, but Mr. Mullen denied that he was ever in partnership with the radio commissioner. Since the change in administration, Mr. Mullen has established law offices in Washington and has handled radio cases.

Free & Sleininger, Inc. Opens New York Office

Mr. Peters

OPENING of offices in the Chrysler Bldg., New York, is announced by Free & Sleininger, Inc., which has been operating during the last two years in the Chicago and mid-western territory as station representatives. H. Preston Peters, who has been with the company almost since its organization, has been elected vice president and placed in charge of the New York offices. Paul A. Lamb, former Chicago station representative, succeeds Mr. Peters in Chicago, and George Vidal, former west coast newspaper man, also has joined the firm in Chicago.

The list of stations now represented by the organization, including WIND, Gary, and WJJD, Chicago, which recently made an affiliation, now totals 11. The others are WGR-WKBW, Buffalo; WGAR, Cleveland; WCAH, Columbus; WOC-WHO, Des Moines; WJR, Detroit; WDAY, Fargo; WHB, Kansas City; WMBD, Peoria; WCAE, Pittsburgh, and KSTP, St. Paul.

Shot Narrowly Misses John Elmer on Train

EN ROUTE to a meeting of the radio Code Authority, of which he is a member, John Elmer, president of WCBM, Baltimore, narrowly escaped death Jan. 16 when the window pane beside the seat he was occupying in a train going from Baltimore to Washington was shattered by a bullet. He had just leaned over to converse with the Rev. L. M. Zimmerman, of Baltimore, a friend, and this movement probably saved his life. Whether the shot was fired by a sniper or came from the gun of a careless hunter, railroad detectives were at a loss to explain.

WNYC Status in Doubt

WHETHER New York City will abandon its municipal radio station, WNYC, appears to be still in doubt, with Mayor LaGuardia apparently too busy with more pressing business to decide upon it. Movements for and against the proposal are under way. The fact that Seymour Siegel has been appointed assistant director of the station is not believed to indicate what the Mayor will do one way or the other. Christie Bohnsack remains as general manager of WNYC under the new administration by reason of civil service status.

Commission to Move

REMOVAL of the Radio Commission's Washington headquarters from the Architects Building, 18th and E Streets, to the new Post Office Department Building, at 12th and Pennsylvania Ave., is planned about May 1. Quarters on the seventh floor have been tentatively reserved. Since its creation in 1928, the Commission has been moved five times.

Historical Program Sells Furniture

Department Store Proves Listeners Like Their History; Many Commercial Promotions Are Adaptable

By CHET MITTENDORF
Commercial Manager
KFWB, Hollywood

THAT HISTORY is not necessarily the dull recital of dates that many of us recall from school days is apparent in the story of the success of "Coronets" in the Southwest. First as a sustaining program, and now under sponsorship of a Hollywood department store, it has built up a tremendous audience as revealed in responses to numerous commercial promotion stunts. And yet the sponsors are careful not to offend their audience with too much commercialism. Only two brief announcements are made on the program.

Mr. Mittendorf

THE OTHER day a group of radio editors, writers and station program nabobs were discussing the most popular program in the southwest. Of course I was gratified to know that the KFWB "Coronets" was selected by the majority as an outstanding commercial broadcast, both from the angle of audience appeal and merchandise tie-in. Originally a sustaining feature, "Coronets" has gone into its sixtieth performance on a commercial basis.

Skepticism Dissolves

THERE WAS some question, at the beginning, as to whether the public would accept an historical program as first class entertainment. But its success was immediate. And, of course, its universal appeal and popular acceptance meant that a half dozen other local stations also followed with programs of historical significance. Yet "Coronets" still remains as the only sponsored program of this type in this area.

"Coronets," written by Kay Van Riper, a young University of Minnesota graduate who is also doing some script work for the films, is sponsored weekly by Barker Brothers department store, largely in behalf of its furniture department but also from time to time for other departments.

While the program itself has created, held and built up interest for the sponsor, there have been many logical tie-ins which could well be used elsewhere on similar or even varied type of programs. These were worked out by Kenneth Pelton, advertising manager for Barker Brothers, and J. J. Dickely, account executive with Roy Alden and Associates, local agency.

Arrangement Brings 2,000

AT THE conclusion of one of the "Coronets" episodes, a single announcement was made that the following afternoon between 2 and 4 p. m. the male lead would distribute his autographed photographs free at the store. Considerably more than 2,000 persons visited the sponsor's establishment and saw the replica of an old English tap room with Monterey furniture.

At another time Barkers arranged a picture display of the "Coronets" cast. It included a huge group view, as well as large individual pictures and scenes depicting the times about which the episodes were written. Thousands of persons visited the display the week it was open and, to reach the gallery, they had to pass through a special furniture display arranged for the occasion.

During the "Coronets" series, which deals with history in the British Isles, the sponsor went into the publishing business for a "one shot" volume. But it hit the mark, brought publicity to the store and actually made money for the firm.

Miss Van Riper adapted one episode from each of three programs with explanatory notes and data. The book sold for a dollar and is still selling. Fans who had heard the program and wanted the illustrated book made the trip to the store. At one time the author autographed the book, and later members of the cast did the same in special promotional sales.

The sponsors delved into bibliographical lore for a tie-in with many of the episodes. For instance, for the episode about the burning of London they obtained a rare old volume from London. It was housed in a glass case, carefully guarded, and "Coronets" fans filed past to see it.

This brought a rush to the public library for available volumes about current episodes of the series. So great was the demand that the library advised the station to let it know a month in advance of any special tie-in of this sort so a dozen or more extra copies could be obtained.

Fans Visit Factory

STILL ANOTHER definite angle may interest stations and sponsors elsewhere. The store invited fans to drop in and see a furniture factory in operation. The public could watch the craftsmen fashion chairs and, to make it more specific, a special club chair retailing at $22.50 was placed on sale. Though there was no advertising for the special, except the radio

(*Continued on page 36*)

STORE REVIVED THROUGH RADIO

Pittsburgh Furniture Company is Pulled Out of Hole By Persistent Campaign Over KQV

By MARTIN FLEISHMAN
Globe Furniture Co., Pittsburgh

Mr. Fleishman

BOB THOMPSON, commercial manager of KQV, Pittsburgh, knows what I think of radio advertising, and asked me to put it in writing. When I took over the operation of the Globe Furniture Store three and a half years ago, the business was just about as sick as it could be and still live. And this was before the economic depression had started to make all previous records seem wonderful.

I had had enough merchandising experience to know that the only way to make my new business successful would be to use the right kind of advertising. Newspaper advertising, in competition with the many larger Pittsburgh furniture stores, seemed to me out of the question. Furniture stores in this city are notoriously big spenders in newspaper advertising. Any space we would have been justified in buying would look like a peanut in comparison.

How Campaign Started

THE RESULT was that I bought time on radio, and selected KQV as the station I wanted to use. Again, it was a question of cost. Pittsburgh has three good chain stations, and I thought I was smart enough to figure the rates of these three stations beyond my economic reach at that particular time. So we boldly decided that our entire advertising appropriation would be used for radio advertising and the entire amount for the ensuing year would be spent on KQV.

We have never regretted this step. In spite of the fact that at that time many advertisers were looking with skeptical eyes on the advertising possibilities of radio, the results for our store were nothing short of phenomenal!

Please understand that we were heading right into the economic depression. The furniture business was hard hit, and furniture factories were having the toughest kind of a time weathering the storm. Distress merchandise flooded the market. Price cutting was rampant. Of course, all of this is history. What I am trying to bring out is that our store all through the last three and a half years was laboring under the worst possible economic conditions.

Kept Name on Air

ONCE SET on our course we soon discovered that we were on the right track. While our competitors, spending 10 times more than we were spending for advertising, were "crying the blues" and complaining that newspaper advertising had lost its wallop, we were bringing customers to our store and selling merchandise.

I firmly believe that our success in radio advertising is built upon the fact that we decided upon the plan we thought best and then adhered to it religiously. We put our message as to why the folks should buy at the Globe Furniture Store on the air six days a week. When we bought spot announcements, we were on from two to three times a day. When we bought 15-minute programs, we were on at least once a day. We felt that we had to be before the radio listening audience constantly. We had faith in our type of message.

Use Personal Touch

WHILE competitors were sticking to the publication of illustrations and bargain prices, we used our radio time to tell of the personal service we were prepared to offer every Globe customer. We used my name as manager of the Globe. Several times in each broadcast we brought in the personal touch. The more other stores shouted "bargains" the less we spoke of them. We felt that in radio advertising we had a medium by which we could talk more intimately to the public, and we believe that we made the public feel toward our store as one good friend feels toward another.

We have been on the air over KQV constantly for three and a half years, 52 weeks a year. We believe thoroughly in radio advertising, because it has done a wonderful job for us. We know that our customers come as a direct result of our broadcasting, because they tell us so. Our store is located on the outskirts of the business district. We have not the advantage of a busy thoroughfare, as there is not the pedestrian traffic in our neighborhood. Our only hope is to attract customers directly to our store. To succeed in this we must ask them to depart from the regular business center to come to us.

Radio a "World-Beater"

I LIKE to believe that I know something about the furniture business, and I keep pretty close tab on what the other furniture stores are doing, and during the past three years I have never heard of another furniture store bragging about any success it may have had from any other method of advertising! Since our experience with KQV has been so successful throughout times when business has been so precarious, you cannot blame me for assuming that radio advertising will be a "world-beater" under happier economic conditions!

XUM

Canada May Alter Receiver Fee Act To Halt Evasions

Broadcasters Group Urging Private Station Operation

By JAMES MONTAGNES

CANADIAN broadcast listeners who cannot understand why they have to pay an annual license fee of $2, while listeners in the United States do not have any fee to pay have found a new champion in Archie F. Gignac of Windsor, Ont. Gignac, who is solicitor for Sandwich West township, Ontario, has refused consistently to buy a radio license. His case has been heard frequently in the local courts of Windsor, and on each occasion Gignac has been upheld in his contention that the Canadian Radiotelegraph Act is faulty insofar as the collection of license fees from broadcast listeners is concerned.

The government's lawyer has referred to rulings of the Privy Council on the license collections, but Gignac has so far been successful in evading the payment of his fee. Now the case is before the Ontario Supreme Court. Because of Gignac's perseverance, it is understood that changes will be made in the act during the forthcoming session of Parliament to prevent further evasions of the license fee on technicalities.

* * *

A NEW ATTEMPT is being made to change broadcasting conditions in the Dominion with the rebirth of the Dominion Broadcasters' Association. The organization, as mentioned in BROADCASTING Jan. 15, held a convention in Toronto Jan. 8. Since then members have been sending copies of their resolution to all parts of Canada.

While it is impossible to find out who the members of the association are, since they fear reprisals by the Canadian Radio Commission, if their names are known, it is understood some 25 stations were represented at the convention, with one western broadcaster flying to Toronto. R. W. Ashcroft, formerly general manager of CKGW, Toronto, appears to be the organizer of the association.

Plan of Association

THE LENGTHY resolution, comprising 17 sections, boils down to a demand for the return of broadcasting to privately-owned stations, operating under a system of governors and advisors appointed by the government merely as supervisors. All stations would come under the jurisdiction of the Canadian Broadcasting Corporation, but would be free to take or to reject any sustaining programs the corporation may desire, and would be assisted financially if necessary by the corporation. The corporation would not operate any stations directly. Operating funds would come from license fees paid by listeners, and the corporation would bear the cost of collecting as well as that of the inductive interference work of the government's radio department.

No mention is made as to advertising in the resolution, except that objectionable matter be barred and that high calibre programs be sponsored.

Interviewed in Ottawa by a Toronto newspaper following the meeting of the association, Hector Charlesworth of the Canadian Radio Commission, is reported as saying that the policy of the association has been turned down during the past two months by leading industrialists, "because it suggested nothing useful not now being done by the Commission, and is an attempt to cut Canadian programs and promote advertising."

The change in the broadcasting system in Canada is suggested by the Broadcasters' Association to occur at the end of April, when certain sections of the act under which the Commission operates have to be changed or renewed.

RADIO BREAKS THEATER JINX

Los Angeles Movie Houses Packed During Yule Holidays —As Amateur Contests Arouse Interest—

By HARRY VINCENT
Special Features Director
Radioscript Productions,
Los Angeles

RADIO has been used from month to month in many places to bolster up theater attendance. But the lack of audiences at motion picture theaters during the holiday season has long been a real worry for showhouse managers.

Our agency used radio to bring capacity crowds to a theater client during the holiday season. The same idea, though, would probably be just as successful if used during the hot months of July and August when again theater attendance is at a low ebb.

The sponsor was the Principal Theaters, Inc., and the theater, The President, was used the first two weeks. But it was crowded to capacity, and one night more than 400 refunds were made to persons turned away. So the auditions were taken over to The Orpheum, another Principal Pictures house, for the rest of the series.

At the beginning, and during the series, we announced over a number of local cooperating stations that amateur radio talent would be auditioned at the theater for future radio and stage appearances.

The Los Angeles studios of KGER and KRKD were used for initial tryouts under the supervision of Harry A. James, a former station manager. Out of 562 initial tryouts, some 204 acts were selected and all of these, of course, were non-professional talent.

Commercials Contribute

THERE WERE four shows daily with four entrants performing each time. The audience, by means of a printed ballot, selected two winners daily. Thus, at the end of the week, there were 12 semi-finalists for each seventh performance and from these four were picked for the grand finale, making 20 acts. All twenty in the finals were awarded medals, and out of that number five men and five women received prize awards. Station managers of Los Angeles were judges of the finals and local firms supplied both cash and merchandise awards amounting to $1,500.

That, in brief, outlines the plan which we used to bolster up the Principal Theaters attendance. Of course it meant weeks of intensive preliminary effort and the ceaseless routine of trials after the stunt was started. But it did bring capacity crowds to the house. On the day after New Year, when it was raining steadily and the flood was raging, the house was sold out.

Besides cash and merchandise awards, some of the winners also received stage and radio contracts. And, out of the mass of uncovered talent, at least a dozen have since been given work with orchestras, stations and in prologue work.

Fan interest in radio prompted the idea. Stations cooperated with spot plugs and furnished pictures of present-day stars for lobby displays. The prizes were displayed at the theater in glass cases during the series. Local radio editors and fan journals published the results week by week.

From a commercial angle the plan paid for itself. Certainly it boosted box office receipts during a season which is universally acknowledged by showpeople as a dull time.

The idea is feasible in practically any location, though perhaps it stands a better chance in large centers of population. It ought to work equally as well during the hot summer months when attendance is again at a low ebb.

1 Kw. Shortwave Station Placed on Seth Parker For Oceanic Broadcasts

WHILE Phillips H. Lord's four-masted schooner *Seth Parker* was sailing leisurely down the Atlantic coast, RCA Victor Co. during the week of Jan. 15 installed a 1 kw. short wave broadcasting transmitter similar to that aboard Admiral Byrd's flagship, the *S. S. Jacob Ruppert*, whose weekly broadcasts over CBS are sponsored by General Foods.

Carey P. Sweeney, a young engineer who has been with NBC only, since last June, has been given the prize assignment of serving as operating engineer for KNRA, aboard the *Seth Parker* station.

Broadcasts each Tuesday at 10 p. m., EST, over the NBC-WEAF network from the *Seth Parker* are now sponsored by the Frigidaire Corp. and will continue under this sponsorship at least until the schooner leaves Miami. After the globe-circling ship gets out in the open sea, the broadasts will continue intermittently via KNRA and NBC, but the sponsorship will depend upon the success of the transmission, which is still somewhat in the experimental stage.

Starting at New York, the *Seth Parker* has been stopping at principal coastal cities to allow Lord to make his Tuesday broadcasts. His itinerary this month is: Newport News, Feb. 6; Charleston, S. C., Feb. 13; Jacksonville, Feb. 20, and Miami, Feb. 27. Upon leaving Miami the ship will head for Trinidad and the eastern coast of South America, thereafter proceeding to the South Seas.

Border Station Ban Forecast by Sykes

American Radio Section Holds Same Officers for 1934

A PROPOSAL soon will be made to Congress that it amend the radio law so as to prohibit remote control broadcasting from the United States across international borders without express authority from the Radio Commission, Chairman Sykes of the Commission disclosed Jan. 29.

In a short address at the annual meeting of the American Section, International Committee on Radio in Washington, Chairman Sykes declared such legislation is regarded as of importance to American broadcasting. It was apparent that the Commission has in mind such a move to combat the so-called Mexican border stations, such as XER, maintained by Dr. John R. Brinkley at Villa Acuna, across from Del Rio, Tex., with studios in this country.

Judge Sykes also made a plea for legislation which would insure American dominance in the radio field. He favored private initiative in radio, declaring that it was responsible for the remarkable development of the art in this country. The full slate of officers of the American Section was reelected by unanimous vote. They are Senator Wallace H. White, Jr. (R.), of Maine, president; John W. Guider, Washington attorney, vice president; Paul M. Segal, attorney, secretary, and Howard S. LeRoy, attorney, treasurer. William R. Vallance, State Department solicitor, was reelected chairman of the executice council, along with A. L. Ashby, NBC vice president; Vice Chairman Thad Brown, of the Commission; J. H. Dellinger, Bureau of Standards, and F. P. Guthrie, RCA Communications, Inc. Louis G. Caldwell, attorney, was not a candidate for reelection to the council, and was succeeded by Henry A. Bellows, CBS vice president.

Directing New Movies

TWO RADIO executives have been chosen by motion picture firms in Hollywood to act as technical advisors in the production of new pictures. William Ray, assistant manager of KFWB, Hollwood, is acting as technical director of the new film "Hot Air," which deals with radio activities and stars Dick Powell, Pat O'Brien and Ann Dvorak. John Swallow, NBC representative on the RKO lot, has been appointed to supervise the technical work on the picture "Babes in Toyland" being produced in the Hal Roach studios.

"Song Factory"

RADIO's most fertile "song factory" is the team of Irene Wicker and Allen Grant, heard five days weekly over 9 NBC-WJZ stations under sponsorship of Kellogg Co., Battle Creek, Mich. (breakfast food). During the last three years they have introduced more than 2,000 original songs on the "Singing Lady" program.

Autos Spend 20% More on Networks In 1933 Than 1932

Radio Proved Ideal Medium For Cars and Accessories

THE AUTOMOTIVE industry in 1933 more than maintained the vigorous pace set during the preceding year—insofar as expenditures for network broadcast advertising was concerned—with an investment in network time grossing $2,318,309. NBC's share of this total was 77 per cent, with CBS carrying the remaining 23 per cent of the business.

The total for 1933, according to *National Advertising Records*, was almost 20 percent greater than for the entire year of 1932. Rather than lessening, motor car manufacturers, in particular, used this advertising medium more than ever before.

Yearly Expenditures

THE FOLLOWING table shows total expenditures of the industry for each year since 1927:

Year	Number of advertisers	Total expenditures
1927	10	$433,063
1928	15	1,248,000
1929	15	1,720,803
1930	12	1,355,414
1031	19	1,313,923
1932	18	1,939,094
1933	15	2,318,309

The following table shows the total expenditures by groups:

Year	Autos	After market products	Tires
1927	$133,506	$48,960	$250,597
1928	527,146	77,439	644,415
1929	757,214	344,221	619,368
1930	653,994	167,941	533,479
1931	679,914	237,025	396,984
1932	1,072,899	93,790	772,405
1933	1,863,436	107,389	347,484

Relation to Radio Sets

THE NATIONAL Automobile Chamber of Commerce states that 62 per cent of new cars are purchased by persons with a yearly income of less than $3,000. The remainder, or 38 per cent, are bought by persons with more than $3,000 annual income. By dividing the urban radio homes (not counting about 2,500,000 farm homes owning radios which are not broken down into income groups) at the $3,000 line, there are more than 8,700,000 radio homes in the less than $3,000 class and more than 5,800,000 radio homes in the income brackets above $3,000.

Thus there is a direct relationship between new car buyers and receiving set owners. Radio, therefore, becomes the natural medium for the automotive industry to use in order to reach all buying classes. And the largest motor car and tire manufacturers have used and are now using this medium to keep their names and products foremost in the minds of potential buyers.

Furthermore, radio is the family medium. It entertains the entire family from youngsters to oldsters. And the automobile is the family conveyance, aiding the entire group to more pleasant spend its leisure hours. It is natural, then, that radio can, and constantly is performing a tremendous service to the automotive industry by familiarizing the family group with the selling points of its products.

As examples of what radio has been doing in a concrete way, to get listeners actually to call on automotive dealers, NBC cites the experience of two advertisers, the first as far back as 1927, the second in 1933. One tire manufacturer reported that "approximately 200,000 requests were received within ten days after the announcement of the offer of a cross-word puzzle book. The post office was swamped, so the company asked people wishing the book *to go to their dealers*. Over 3,000,000 people complied."

A large motor car manufacturer said that "at the end of four announcements of a contest, over 100,000 people *had entered dealers' showrooms* and had had demonstrations of the new car. This was the direct result of the contest. Radio has done the entire job alone."

CBS RADIO PLAYHOUSE—Interior view of former Hudson Theater on Broadway, to be inaugurated Feb. 3 as the Radio Playhouse of the CBS network for the public presentation of its broadcasts.

CBS HIRES A HALL ON BROADWAY

Historic Hudson Theater Leased to Let Public See What Makes Radio Receiver Tick

BECAUSE of great demands from the public to witness the actual performance of broadcast programs, CBS has leased the historic Hudson Theater on New York's Rialto, with a seating capacity of 1,100, and on Feb. 3 will dedicate it as the CBS Radio Playhouse. William S. Paley, CBS president, in announcing the extension of Columbia's activities to Broadway, stated that one of the reasons for this expansion is the "recognition of the growing participation of the stage in some of the finest radio entertainment."

Leasing of the theater followed unsuccessful negotiations by NBC to persuade CBS to take over its special radio theater in the Ziegfield Amsterdam Theater, no longer needed because of the auditorium and other studios now available in Radio City.

The CBS Radio Playhouse will be opened the night of Feb. 3 with a special performance fed to the entire CBS network of more than 80 stations. No admission will be charged to any of the performances staged in the theater, but tickets obtained by the public either from the network or its clients will be required. The network will use the theater as an adjunct to its present studios at 485 Madison Ave.

CBS engineers are equipping the theater with the very latest type of broadcasting apparatus, including acoustical arrangements which are expected to make the large stage one of the most perfect studios in the world. A feature of the new house will be a visible glassed-in control room so that the audience will see not only the performers, but the actual technical control of the broadcast.

Special Demonstrations

THE OPENING performance will be followed by a series of broadcasts devoted to special purposes before invited audiences. It is planned to do some of the broadcasting of Columbia's "School of the Air" before educators who will have an opportunity to inform themselves more fully than ever before in a laboratory manner of just what is being done in educational broadcasting. The "Church of the Air" similarly will use the Playhouse on occasion to lay its work more understandingly before leaders in the churches.

Another purpose to which the Playhouse stage studio will be put is the development of the technique of dramatic productions, to which CBS states more attention is being paid in 1934 than ever before. The use of an ample system of intricately connected velocity microphones is expected to make possible performances more than ever before like those on the visual stage.

Radio Playhouse will be used also to extend Columbia's activities in musical education. Selected audiences of music students and educators will be invited to hear special broadcasts and lectures by Columbia's outstanding conductors and others on numerous phases of orchestral and vocal renditions.

9-Station Network Forms in Wisconsin

North American System Opens Milwaukee Headquarters

CHARTERED under the laws of Wisconsin, with a capitalization of $100,000, North American Broadcasting System, Inc., has been organized with headquarters in Milwaukee to operate a regional network of eight Wisconsin broadcasting stations and one in Minneapolis. As a first move, it recently began the operation of WHAD, Milwaukee, formerly operated by Marquette University.

WHAD is a two-sevenths time regional station, sharing with WISN, the Hearst Milwaukee station. It was recently incorporated, the university withdrawing entirely from its management except for its qualifying shares. Application was recently made to the Radio Commission for full time with 1 kw. on the 580 kc. channel.

Stations in Network

THE NETWORK, originally scheduled to get under way in December, has been delayed. WHAD is to be the key, with the following Wisconsin stations linked: WHBY, Green Bay; WOMT, Manitowoc; WHBL, Sheboygan; WCLO, Janesville; WIBU, Poynette; WKBH, LaCrosse, and WTAQ, Eau Claire. The Minneapolis link is to be WRHM. All are independently owned.

Paul M. Titus, formerly with the Southwest Broadcasting Co., the **Pan American Broadcasting System**, and the Michigan Network, is president of the North American Broadcasting System. Jeff A. Powers, reported to be the chief financial factor in the projected network, is first vice president. Mr. Powers is head of the Seal-Title Products Co., Milwaukee, makers of burial vaults, and the Spray-O-Flake Co., makers of spraying machines and insulating materials.

Other Officers

SECOND vice president is Norman Dusty, of Milwaukee, who will also act as sales manager. William R. Duffy, treasurer, is a professor of English at Marquette, who has been operating WHAD for the university. Cyril Foster, Milwaukee attorney and a former announcer on WTMJ, is secretary.

Studios and offices have been established in the old Gallum Mansion at 1440 Prospect Avenue, Milwaukee.

Simultaneous Tests

TO PROCURE evidence for presentation at the hearing scheduled Feb. 14 on the applications of four stations dividing time on two clear channels to operate simultaneously, WTIC, Hartford, Jan. 26 was authorized by the Radio Commission to make simultaneous operation tests on the 1,040 kc. channel with KRLD, Little Rock, Ark. The station operates regularly on 1,060 kc., sharing with WBAL, Baltimore. Under the plan submitted to the Commission last month, WBAL, WTIC, KRLD and KTHS, Hot Springs, would procure increased hours of operation by joint operation on the two clear channels.

XUM

Schuette Returns To Copyright Job

Decides to Accept NAB Offer Of $6,000 Retaining Fee

Mr. Schuette

OSWALD F. SCHUETTE, until last November copyright director of the NAB, has returned to the staff of that organization in an advisory capacity on copyright, it was said at NAB headquarters Jan. 23.

Reconsidering a former decision to leave the NAB, which had realigned its copyright campaign, Mr. Schuette has decided to accept a retainer of $6,000 a year to act as copyright advisor, offered him by the NAB board at its meeting last Nov. 9. During the preceding year he had served as copyright director in the campaign against the American Society of Composers, Authors & Publishers, at a salary of $18,000.

In his new capacity, Mr. Schuette will work directly under Isaac D. Levy, NAB treasurer, who has taken over the financial phase of the copyright campaign. Mr. Schuette, who is still president of the Radio Program Foundation, NAB subsidiary created more than a year ago to build up a music reservoir for the industry, notified Mr. Levy this month of his decision to accept the $500 a month retainer.

Meanwhile, plans for further action in the copyright controversy rest with Mr. Levy, Philip G. Loucks, NAB managing director, and the law firm of Newton D. Baker, NAB copyright counsel. Joseph C. Hostetler, of the Baker firm, is actively engaged in this work and is in charge of the dissolution suit filed against ASCAP Sept. 1 in the name of WIP, Philadelphia. This suit now is pending before the federal court for the southern district of New York.

No further conversations have been had between NAB and officials of ASCAP respecting alteration of the allegedly extortionate contracts, under which the copyright combine this year is receiving 4 per cent of the net receipts of stations, plus arbitrary sustaining fees. Apparently, full reliance now is being placed upon the pending dissolution suit, charging ASCAP with restraint of trade. Date for trial has not yet been set.

Stations Merge and Get Power Boosts in Iowa

TWO LOCAL stations in Iowa were authorized by the Radio Commission Jan. 19 to merge into one regional, at the same time that the Commission authorized an increase in the day power of WMT, Waterloo, Ia., from 500 watts to 1 kw. The consolidated stations are WIAS, Ottumwa, and KWCR, Cedar Rapids. Studios and transmitter will be maintained in Cedar Rapids, and the new station will operate with 250 watts night and 500 watts day on 1430 kc. Both are operated by the DES MOINES REGISTER & TRIBUNE, which also operates KSO, Des Moines.

THE EARS HAVE IT ON THE EYES

Ohio University Tests Show Students Respond Better To Radio Advertising Than Printed Page

RESULTS of the first experiment ever conducted under scientific auspices to determine whether advertising copy is more effective when presented by the printed page to the eye or through the loudspeaker to the ear have just been made public. In three separate types of tests it was found that the percentage difference in mean scores ranged from 3 to 118 per cent in favor of the auditory method.

The experiment was conducted by Prof. Frank N. Stanton, of the psychology department of Ohio State University, and the subjects were 160 young men and women, members of the department.

Trade Name Test

AS THE first step in the study 16 familiar commodities were selected and a fictitious trade name was assigned to each (for example, Barlow cigarettes, Andrews ginger ale, etc.). A preliminary test determined that there was no naturally strong association between any of the fictitious trade names and the corresponding product. Those taking part in the preliminary test were not used in the test proper.

The advertising copy was presented to those taking part in the test in two series, each featuring eight commodities. These commodities represented articles in categories widely advertised and in universal use. Included in each list was one product of special interest to men and another especially attractive to women. The remainder were presumably purchased equally by both sexes.

The copy for each commodity was approximately the same length—70 to 75 words. One series of advertisements was presented by loudspeaker without a program in the sense of music, dialogue, etc., a small public address system being used to simulate broadcasting conditions. The visual presentation was effected by the use of booklets in which the printed material was placed before the participants devoid of illustrations, display types or other attention-attracting devices.

Form of Tests

TESTS were made one day, seven days and 21 days after the originally presented recall, aided recall and recognition tests for correct trade name-commodity association. In the pure recall test participants were given a blank form and instructed to list all the trade names and products they could remember having read or heard in the experiment. For the aided recall test, forms were provided on which the 16 kinds of products advertised were listed, and the participants were asked to write in the trade name they associated with the product. In the recognition test the products were listed, together with four trade names and the participants were asked to indicate the correct name to be associated with each product.

The auditory method was found to be superior to the visual method in all three types of test. In the pure recall tests the auditory method was ahead by a difference of 33 per cent after 24 hours, 118 per cent after 7 days, and 76 per cent after 21 days. In the aided recall tests the superiority was maintained by 22 per cent, 87 per cent and 61 per cent respectively. In the recognition test the superiority was less pronounced, showing only 3 per cent difference after 24 hours, 8 per cent after 7 days and 15 per cent after 21 days.

Practical Applications

THE PEAK of auditory superiority in both the pure recall and aided recall tests came for the seven-day period. In the recognition scores, the greatest auditory advantage occurred at 21 days. At the 21-day check, both auditory and visual results for recall were much lower and the margin between the two had suffered by the lapse of time.

From a practical viewpoint, the study says, the aided recall test comes nearest to answering questions of a practical nature that are raised by the advertiser when considering which of the two media he will select to carry his story. If he is advertising products similar to those used in Professor Stanton's study (i. e., powder, toothpaste, gasoline, candy, soap, cigars, ink, tea, cigarettes, coffee, bread, oil, shaving cream, ginger ale, hosiery and mouthwash) his chief desire is to have the consumer think of his brand or trade name when a need arises for that product. The aided recall test more nearly approaches this situation in an experimental program than any other test form.

Tests to Continue

IT IS POINTED out that the superiority of the auditory method is the more remarkable when it is considered that those taking part in the study were college students and are therefore, trained readers. It is expected that further experiments, shortly to be undertaken among other types of persons, will show even a greater difference in favor of the auditory method.

Protest Studio Shows

A PROTEST against alleged encroachment of networks and stations in the field of theatrical entertainment through their presentations of free attractions to studio audiences will be made by the Legitimate Theater Code Authority, it decided at a meeting in New York Jan. 24. On motion of Paul Dullzell, acting for Frank Gillmore, president of Actors Equity Association, the Code Authority appointed a committee composed of Mr. Gillmore, Marcus Helman and William C. Elliott, president of the International Alliance of Theatrical Stage Employes and Motion Picture Operators to confer with members of the Motion Picture Code Authority and seek their cooperation in protesting to the broadcasting Code Authority.

Ad Code Hearing Waits Clarification

CERTAIN "implications" in the proposed code of fair competition for advertising agencies must be clarified before the National Recovery Administration will proceed with a public hearing involving that industry, John W. Powers, assistant deputy administrator in charge of the code, declared Jan. 25.

Pointing out that many difficulties have been encountered in the preliminary negotiations, Mr. Power said, however, he was hopeful that a hearing date will be set definitely within two weeks for some time in February. The proposed agency code was submitted last August by the American Association of Advertising Agencies, but considerable controversy has developed over agency commissions, standardization of practices and similar proposed provisions.

Most vigorous in their complaint against the proposed AAAA code have been the Association of National Advertisers and the Institute of Advertising Agencies of America formed last fall for the avowed purpose of protecting small agencies against the "alleged domination" of the proposed code by the AAAA.

KTM, KELW Transfer To Hearst is Approved; New Litigation is Seen

TRANSFER of the 780 kc. regional channel assignment in Los Angeles to the Evening Herald Publishing Co., Hearst subsidiary, was authorized by the Radio Commission Jan. 26 in a decision approving the applications of KTM, Los Angeles, and KELW, Burbank, sharing time on this frequency, for renewals of their licenses and for their voluntarily assignment to the Hearst subsidiary. The two stations, each operating with 500 watts night power, previously had been ordered deleted for alleged infraction of regulations.

Simultaneously, the Commission denied the applications of Don Lee Broadcasting System for a new station at Redlands, Cal., to take over the 780 kc. assignment, reversing the recommendation of Examiner Walker. It also denied the applications of KECA, Los Angeles, operated by Earle C. Anthony, for a change in assignment to take over the channel and an application of KFBK, Sacramento, Cal., operated by the McClatchy newspapers, to take over the 1430 kc. channel which would have been vacated by KECA if its application had been granted.

An appeal from the Commission's decision, together with a petition for a stay order to restrain the Commission from making its decision effective during the pendency of the appeal was filed with the Court of Appeals of the District of Columbia Jan. 29 by John W. Guider, Duke M. Patrick and Karl A. Smith, counsel for Don Lee.

GRAHAM McNAMEE, star NBC announcer, was married to Miss Ann Lee Simms of New York at Elkton, Md., Jan. 20. It was his second marriage, his first having ended in divorce in 1932. Press reports state he had agreed to pay his first wife $1,000 a month alimony.

XUM

NBC 'Station-Hour' Check Shows Time Sales in New Light

Varying Number of Stations On Hookups Considered

ANSWERING the question frequently asked by prospects, "How many hours of commercial network programs are already carried on the stations I am buying with my broadcast dollar?", the sales promotion department of NBC has introduced a new checking method to present a succinct and reliable picture of the distribution of commercial programs on its network affiliates.

This method reveals that NBC in 1933 had a total of 76,641 hours and 17 minutes of station commercial hours on its 87 affiliated stations. This is at the rate of two hours, 39 minutes commercial network time per outlet per day—considerably more than twice the average of any competing network, according to NBC. In December, 1933, the NBC average of commercially sponsored time was up to 3 hours and 24 minutes per outlet per day, compared with 3 hours and 3 minutes for the same month in 1932.

Based on Stations

FOR the first time, this method of computing time sales takes into account the varying number of stations used by advertisers, and, therefore, gives a closer picture of average time sales on network stations from coast to coast than any heretofore publicized.

This new method of registering or checking network time use, termed the "station-hour" record, gives a more reliable yardstick of the actual time sales situation (averaged over all the stations of a network) than dollar volume, percentage increases or any of the usual methods, according to NBC. Also, heretofore, all network records, other than income reports, have disregarded the number of stations used and the term "network" has been interpreted as any hookup of two stations or more, the report states.

Held More Accurate

IT IS NBC's claim that this "station-hour" comparison gives a much more accurate picture than so-called comparisons of "network hours," which may place a small network of two or three stations on an equivalent basis to a 50-station, coast-to-coast hookup, or more, depending upon the advertiser.

NBC points out that commercial programs on the NBC networks begin earlier and end later than on any other network. For instance, the NBC-WEAF network begins its broadcasting at 6:45 a. m. daily except Sunday, at which time it puts the "Tower Health Exercises" on the air, while at 10:30 to 11:30 p. m., Saturday nights, the NBC-WJZ network carries the "National Barn Dance" sponsored by Dr. Miles Laboratories. This program is on the air later than any competing network commercial broadcasts.

WAVE Completes Staff

COMPLETION of the staff of WAVE, the 1 kw. NBC outlet recently opened in Louisville, is announced by George W. Norton, Jr., president. Nathan Lord, formerly of the Louisville COURIER-JOURNAL, is manager. The staff members are: Reginald Billin, production manager and program director; Clifford Shaw, assistant to Mr. Billin; Merle H. Tucker, H. Burton Blackwell, and William Bond (brother of Ford Bond, NBC announcer in New York), announcers; Thomas L. Riley, chief continuity writer; James Cox and Wallace Wilson, commercial department; Wilbur Hudson, chief engineer; Alva Smith, Leroy Dunlap, and Lewis Hewitt, operators; Gerald Thompson, staff musician; Mildred Garrison, secretary; and Sarah Ramsey, hostess.

THE BLACK department store, Sears & Roebuck affiliate in Fargo, N. D., in January celebrated the 500th appearance of its "Nancy and Phil" skits on WDAY, Fargo. The store has been on the air seven years without missing a week day.

Radio Education Group Plans Fifth Annual Meet

THE FIFTH anual meeting of the Institute for Education by Radio will be held at Ohio State University, Columbus, April 30 to May 2. Speakers will appraise developments in broadcasting during the last five years, and a special session will be devoted to broadcasting by educational stations. Other sessions will take up radio in the schools, methods of presenting educational programs and the relations between educational broadcasting and newspapers.

Sample recordings of programs will be played and criticized. An award will be given to the program judged most interesting to listeners and best from the standpoint of presentation.

JIMMY ("Schnozzle") DURANTE, the comedian, has again been signed by Fleischmann's for its Chase & Sanborn Hour to substitute for Eddie Cantor when the latter takes his annual leave from radio next spring to make a picture in Hollywood.

Watchdog of Europe's Reallocation

Photo by Courtesy of BBC

POLICING EUROPE'S ETHER—This is the all-wave receiving station of the British Broadcasting Corp. at Tatsfield, used to measure the wave lengths of England's radio stations as well as those of the rest of Europe. A counterpart of the Radio Commission's "policeman of the ether" at Grand Island, Neb., this station's importance to the BBC has been considerably enhanced by the recent reallocation of European broadcasting.

PRACTICALLY all of Europe's broadcasting stations shifted to new wave lengths under the Plan de Lucerne on Jan. 15. It was the first major reallocation of European broadcasting, comparing in extent to that which took place in the United States in 1928. Early reports received by BROADCASTING indicated that a few nations, notably Luxemburg, had refused to comply, threatening to upset part of the reallocation, but up to the time of going to press there were no definite reports.

The Lucerne agreement, reached last June under the terms of the Madrid convention allowed regional broadcasting allocations within prescribed limits, fixed three classes of broadcast bands, namely, 150-300 kc., 300-500 kc. and 500-1500 kc. In the first, a long wave band, 21 stations were assigned, including the station at Moscow rated at 500 kw., one in Finland of 150 kw., one in Warsaw of 120 kw. and three others in Russia of 100 kw. In the 300-500 kc. band only 10 stations are assigned, mostly high powered.

The 500-1500 kc. band represents a widening at the lower end of the broadcast band used in North America, which is 550-1500 kc., and contains all the rest of Europe's stations, the highest powered being Vienna, Prague and Leipzig with 120 kw. each. The others range from 100 kw. downward. Luxemburg with its 150 kw. is assigned to 1249 kc., but it is understood it has elected to retain its former long wave.

Powers are limited, with stipulated exceptions, as follows: frequencies below 300 kc., 150 kw.; between 550 and 1100 kc., 100 kw.; between 1100 and 1250 kc., 60 kw., and between 1250 and 1500 kc., 30 kw.

Stations using exclusive waves must show a 50 cycle maximum tolerance, plus and minus, as must stations using international and national common frequencies. The tolerance for others are 10 cycles.

Education Stations Dwindle to Thirty

National Radio Committee List Omits Some Selling Time

FROM a peak total of 105 operated by educational institutions or governmental agencies, the number of "educational radio broadcasting stations of the United States," as listed by the National Committee on Education by Radio in its latest bulletin, now numbers 30. Among these, the NCER counts WNYC, New York municipal station, WBAK of the Pennsylvania State Police and WLBL of the Wisconsin Department of Agriculture and Markets.

The list omits such stations as WWL of Loyola University, New Orleans; WHBY of St. Norbert's College, Green Bay, Wis.; WESG, licensed to Cornell University but operated by the ELMIRA SUN-GAZETTE; KOB, licensed to New Mexico College of Agriculture and Mechanic Arts but operated by the ALBUQUERQUE JOURNAL; WGST of Georgia School of Technology but operated by private lessees, and KFJM of the University of North Dakota. These, it was explained, did not reply to the inquiry blanks sent them.

It does list, however, the following educational stations that sell time commercially to help defray their expenses: WRUF of the University of Florida; WJTL of Oglethorpe University, Atlanta, and WHAZ of Rensselaer Polytechnic Institute, Troy, N. Y. The remainder of the list follows:

WCAC, Connecticut State College.
WILL, University of Illinois.
WBAA, Purdue University.
WOI, Iowa State College.
WSUI, University of Iowa.
KSAC, Kansas State College.
WKAR, Michigan State College.
WLB, University of Minnesota.
WCAL, St. Olaf College.
WEW, St. Louis University.
WSVS, Sepeca Vocational High School, Buffalo, N. Y.
WCAD, St. Lawrence University.
WOSU, Ohio State University.
WNAD, University of Oklahoma.
KOAC, Oregon State Agricultural College.
KBPS, Benson Polytechnic School, Portland, Ore.
WSAJ, Grove City (Pa.) College.
KFDY, South Dakota State College.
WCAT, South Dakota School of Mines.
KUSD, University of South Dakota.
WTAW, A. & M. College of Texas.
KWSC, Washington State College.
WHA, University of Pennsylvania.

Boost Florida Campaign

ALL of Florida's radio stations will be used along with newspapers and outdoor display in a campaign starting in February to boost that state to its own residents. Copy will emphasize the need of advertising Florida to the country at large, and an effort will be made to raise a fund for a national advertising campaign.

AUTHORITY to move KGIZ from Grant City to Springfield, Mo., and to operate daytime with 500 watts on 560 kc., was granted by the Radio Commission Jan. 19. Station is to be known as KWTO at its new location.

XUM

Facsimile and Multiplex Transmission Test by RCA Communications Approved

Four Ultra-Short Wave Stations for 'Photograms' in Link; Experiments Will Be in 86,000-400,000 kc. Band

POINTING the way again to the ultimate harnessing of the ultra-high frequencies for a multiplicity of services, RCA Communications, Inc., on Jan. 16 was granted authority by the Radio Commission to experiment in the wave band between 86,000 and 400,000 kc. for the purpose of determining the practicability of its new systems of facsimile transmission and multiplex transmission.

RCA was licensed to establish new ultra-short wave stations atop office buildings in downtown New York, New Brunswick, Trenton and Philadelphia as the first links in a proposed nation-wide system of sending written and printed matter with high speed by radio. RCA early in 1933 claimed to have perfected a "repeater" system making this possible.

"Line of Sight" Waves

SINCE television and possibly localized broadcasting will ultimately use these higher frequencies, once their worth is proved, the entire broadcasting industry will watch the new RCA experiments with intense interest. The waves to be used are the so called "line of sight" frequencies, which carry signals for about 50 miles to the horizon (depending upon the height of the radiating points) and have properties somewhat like light waves. It is claimed by RCA that its "repeater" stations, such as the ones to be built at New Brunswick and Trenton, can help send letter-size messages across the country in facsimile form in about a minute and a half.

RCA also claims that these waves do not suffer from static and fading and points out that because of the relatively short distances they travel they can be used repeatedly from hundreds to thousands of times all over the country without creating interference.

David Sarnoff, RCA president, calls this facsimile "photograms" and predicted in a statement Jan. 16 that they will be transmitted at higher speeds and lower tariffs than is possible with the Morse code.

Multiplex System

AT THE SAME time the RCA is expanding its code telegraph system with new stations authorized at Chicago, New Orleans, Washington and Boston, and has already begun construction plans. Over these stations it is proposed to employ a newly developed multiplex system whereby three radiograms can be sent on one wave length. Mr. Sarnoff described this system as follows:

"By means of a most ingenious arrangement of commutators, the three distinct sets of Morse signals are beautifully interlaced, and again separated into three radiograms at the receiving station. Each of the three channels has a capacity of 60 words per minute, making the total capacity of one wave length 180 words per minute."

RCA thus plans to enter the field of domestic radiotelegraphy in a substantial way. So far its only domestic circuit has been the one between New York and San Francisco.

Approves KICK Move

REMOVAL of KICK from Carter Lake, Ia., to Davenport, Ia., and a shift in its frequency from 1420 to 1370 kc., with 100 watts, was approved by the Radio Commission Jan. 23 without a hearing. Simultaneously, the Commission authorized voluntary assignment of the station to the Palmer School of Chiropractic, which operates WOC-WHO at Des Moines, and authorized a change in call letters to WOC for the Davenport station. Presumably the Des Moines station will be known as WHO.

Nets' Rise Traced In CBS Brochure

THE AMAZING story of network radio's upward trend in time sold to advertisers during the last five years, with particular emphasis on the rise shown by CBS, and the increasing net profits revealed by its clients, is told in an illustrated brochure titled *Where They Spent Their Advertising Dollars and What They Got for Them*, just issued as "some unbiased facts, collected with some bias," by CBS.

The book starts out to show, by statement and chart, the record sales volume increase (up 22 per cent), disclosed by CBS for the last quarter of 1933, comparisons with the two NBC networks being shown. Average daily time sales on the CBS during the quarter were 4¾ hours, on NBC-WEAF 4 hours, and on NBC-WJZ 3¾ hours, it is stated.

In net profits, CBS advertisers are shown for the first nine months of 1933 to run 6.2 per cent in ratio to their total assets. The ratio of 1933 net profits to total assets of other radio advertisers is given as 2.3 per cent. The ratio of 1933 net profits to total assets of other leading national advertisers is given as 1.6 per cent. Average expenditures of CBS clients rose from $62,162 in 1929, to $105,352 in 1933, it is revealed, along with the increased weekly expenditures of 25 different CBS clients.

Radio City's Traffic

THE RADIO CITY studios of NBC had been visited by 142,751 persons up to Jan. 1, but not all were visitors, according to announcement by the network. Since the opening on Nov. 11 the following have checked in at the studios: 98,547 guests, 34,434 tour visitors, and 9,780 performers. A system of conducted tours was inaugurated at the studios Nov. 20. An admission fee of 40 cents is charged for the tour.

Glover Quits CBS Job; Replaced by Paul White

Mr. White

HERBERT B. GLOVER, for the last four years head of the public events and special features department of CBS, has resigned. Paul White, former publicity director and more recently vice president and general manager of the Columbia News Service, has been appointed his successor.

Mr. Glover was one of the pioneers of broadcasting in New York. He was one of the four original announcers at the old WJZ. In 1926 he gave up announcing to become publicity director for WJZ and remained in that position until the station was joined with WEAF in the formation of NBC. He then joined CBS as publicity directer. After two years of this work he became head of the remote control and news broadcasting service of the Columbia. Dick Bard, one of Mr. Glover's assistants, also resigned.

Five Applicants Asking Permits to Operate 1 kw. On 1500-1600 kc. Band

FIVE applications for new stations in the recently opened experimental broadcasting band 1500-1600 kc. have been filed with the Radio Commission, which has not yet indicated whether such applications will be granted without hearings. The applicants variously seek the 1530, 1550 and 1570 kc. frequencies, each of which has been reserved for 20 kc. high quality transmission. All ask for 1 kw. power.

Seeking 1530 kc. are the WATERBURY (Conn.) REPUBLICAN-AMERICAN, a newspaper organization not now in broadcasting; the Unity School of Christianity, of Kansas City, now operating WOQ, which has appealed from a Commission decision denying it a license renewal and ordering its time turned over to KFH, Wichita; and L. M. Kennett, now manager of WSBT, South Bend, Ind., who proposes to erect a new station at Indianapolis.

Seeking 1550 kc. is John V. L. Hogan, New York consulting engineer and inventor, who would erect a new station in New York City. Seeking 1570 kc. are Fred Christian, Jr., and Raleigh W. Winston, of Norco, Cal.

Commentator is Fined

CHARLES M. HACKETT, city editor of the Wilmington (Del.) SUNDAY STAR, who is also a news announcer on WDEL, Wilmington, was fined $300 on a contempt of court charge in January. The charge grew out of alleged remarks during his nightly broadcasts which the court declared caused a mistrial in an important liquor theft case. On the witness stand, Mr. Hackett produced a written copy of his talk and denied he made the statements contained in three affidavits filed with the court.

Stations Are Lured By WLW'S 500 kw.

Others Consider Superpower; New Tests Start Feb. 1

SUCCESS attained by WLW, Cincinnati, in its preliminary tests with superpower of 500 kw. has led other stations to consider increases in power beyond the present 50 kw. maximum, it is learned in radio circles. At least three stations, it is understood, have contacted radio authorities and manufacturers after getting reports on the after-midnight experiments of the Crosley station.

39% Service Gain

WLW expects to begin regular performance tests about Feb. 1, according to Joseph A. Chambers, technical supervisor. A few adjustments of major character have been necessary, Mr. Chambers said, in commenting on the equipment tests, begun three weeks ago. Presumably, the regular performance tests will continue indefinitely during early morning hours. When the station will seek authority to use the power—the highest in the world—for regular commercial operation is unknown.

Use of the new vertical radiator alone, Mr. Chambers informed BROADCASTING, has resulted in a 39 per cent increase in both primary and secondary service areas. A 41 per cent increase under engineering calculations, he pointed out, would be tantamount to doubling of signal strength.

Tests Highly Satisfactory

MR. CHAMBERS said the tests surpassed all expectations and results have coincided remarkably with the curves drawn in advance of the actual construction and operation of the transmitter. The equipment, he added, apparently is capable of operating satisfactorily maintaining 100 per cent modulation with "well over 500 kw." Likewise, he said, the new 831-foot antenna and radiating system is functioning excellently, although slight adjustments are being made from time to time. An additional 325 per cent increase in signal strength has resulted from the use of 500 kw., Mr. Chambers said.

A tremendous volume of listener mail is being received. Many of the reports come from Europe, New Zealand and Alaska, as well as from all over the United States.

Turning Down Spots

EXCEPT during specified hours of the day, WCCO, Minneapolis, is refusing spot announcements on the grounds, as explained by Earl C. Gammons, manager, that it is "extremely unfair to sell a client announcements between other programs for which another advertiser has paid a considerable amount of money and built an audience." Mr. Gammons also believes the public objects to the continual breaking up of programs with spots. WCCO sells the announcements only between 7-9 a. m, 12 noon-1 p. m., and after 10:15 p. m. Between 6 and 10:15 p. m., only 25-word announcements in connection with such service features as time signals, weather reports, etc., are sold to a limited extent.

KSD

A DISTINGUISHED STATION

(Owned and Operated by the St. Louis Post-Dispatch)

Broadcasts Favorite Programs

From 1922 to the present time, KSD has consistently offered its listeners programs which have proved to be the most popular.

Program policies similar to the news policies of the Post-Dispatch have given KSD a favored place in the minds of its listeners comparable to that which Post-Dispatch readers hold for their favorite daily newspaper.

The association of KSD with the St. Louis Post-Dispatch has brought with it a wealth of timely newspaper publicity for the station's programs, which has built up a very desirable listener interest in both the programs and the station.

This informative publicity began in 1922 and has continued and expanded so that the comprehensive daily radio page of the St. Louis Post-Dispatch with the KSD features present a two-fold radio service in their field, most acceptable both to listeners and sponsors.

Station KSD—The St. Louis Post-Dispatch
Post-Dispatch Building, St. Louis, Mo.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco Atlanta

HEARD OVER KSD

1922 Beginning in June of that year, KSD broadcast the first of a series of Operas from the Municipal Theatre in St. Louis, and continued with an Opera each week for the remainder of that season. On August 16th, KSD began broadcasting the Market Reports direct from the floor of the Merchants Exchange, six times daily. These reports are continued up to the present day, and are the most complete and comprehensive Market Reports broadcast by any station in the United States.

1923 On April 30th, KSD began broadcasting a series of Concerts from the Grand Central Theatre, played by Gene Rodemich and his Orchestra. This year, KSD broadcast the Thursday evening Concerts from the St. Louis Symphony Orchestra.

1925 During 1925, KSD began broadcasting the following hours over the Network:

Atwater Kent
Roxy—Silvertown Cord
Eveready Hour—Vincent Lopez Orchestra
Cliquot Club Banjoleers
Major Bowes and the Capitol Family

1927 In November, the A & P Gypsies went on the air over KSD for the first time.

1928 In June, Edwin Franko Goldman began his first broadcasts over KSD.

1929 In December, the Anglo Persians were heard over KSD for the first time.

1930 Chase and Sanborn began their initial broadcast in March, over KSD.

1931 The Stebbins Boys came on the air in June, and December found Rubinoff and Cantor, as well as the Album of Familiar Music on the air.

1932 April gave St. Louis listeners the Goldbergs. December brought Lawrence Tibbett.

1933 Early in 1933, a Survey made in St. Louis indicated KSD carried eight of the fourteen most popular programs in St. Louis metropolitan area, more than twice the number carried by any other local station. The three most popular were carried by KSD. The following are all KSD programs:

Eddie Cantor
Ed Wynn
Baron Munchausen
Ben Bernie
Wayne King
Paul Whiteman
Capt. Dobbsie
Jessica Dragonette
B. A. Rolfe
One Man's Family
Lum and Abner
Rudy Vallee
Al Jolson
Annette Hanshaw

1934 January found KSD broadcasting the entire production of the Metropolitan Opera on Saturday afternoons for a schedule of thirteen weeks. Indications are that the most interesting programs scheduled in history, will be carried over this station during 1934.

Doing the

KY

Real Job!

Owned & Operated by

L.B. WILSON
Inc.

Member Center Population Group

BASIC STATION NBC

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

•

National Press Building
Washington, D. C.
Metropolitan 1022

•

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The Grand Old Game

ALL THIS BALLYHOO about radio in Congress and elsewhere is not unexpected. It has happened every session since radio became sufficiently important to be noticed, and will continue to recur as long as politics is what it is. Fortunately, it is a part of that grand old game to talk lots and do little.

A wide variety of bills affecting radio already have been introduced in Congress. The legislature, however, is far too busy with fiscal affairs to bother about them, with the possible exception of the proposal for a Federal Communications Commission. Insofar as broadcasting is concerned, however, the present intention under that proposed legislation is simply to shift control of broadcasting from one agency to another. Even that legislation is likely to be pushed aside because of the urgency of other Congressional business.

Broadcasting is an industry without a parallel insofar as government relationship with business is concerned. Although privately operated, it is governmentally regulated. Therefore it lends itself admirably as ammunition for political oratory. It also is excellent material for reformers, who otherwise would be crusading against cigarettes or the use of lipstick. It is so close to the masses of the people that the agitator can always get some kind of an audience.

The fact that radio business now is better than at any time we know about, is proof that the listeners like it and are not kicking. It also is the reason that the reformers have toned down of late and that the educators generally no longer seem to be advocating government ownership very loudly, as they once did.

Such speeches as the one made by Senator Arthur Robinson, Republican, of Indiana, on the Senate floor a fortnight ago, charging the administration with censorship of speeches, can be chalked up as just another bit of political by-play. If broadcasting stations have leaned toward Roosevelt and his administrative policies, it is because they desire to aid in the recovery drive and not to play partisan politics. As a matter of fact, few demands have been made of networks and independent stations for time to oppose the Roosevelt policies. It apparently isn't the popular thing to do.

We also have noted that Eddie Dowling, Broadway actor, has become an authority on radio to the point of recommending to the President (says he) that six or eight networks be created. In so doing, he says unemployment among artists and entertainers will be alleviated. We wonder whether Dowling has ever heard about Ed Wynn's Amalgamated Broadcasting System and its project to afford employment to thousands of unemployed in the show business?

Gone and Forgotten

WHERE, oh where, have those educational broadcasting stations gone? Joy Elmer Morgan's crusading clique opposing commercial radio, the National Committee on Education by Radio, reports only 30 left that it will "recognize." This is a drop from a onetime peak of 105. Mr. Morgan's committee would have you believe the others have either "gone astray" by selling time to support themselves, or have been forced off the air by the commercial interests. As for those that have strayed from the fold of educational purity, operating under licenses to educational stations but selling time like any other stations, they can speak for themselves. As for those "forced off the air," what are the facts?

The simple fact is that most of the educational and religious stations have sold out voluntarily to private enterprise. Their motive was to gain what they could out of their licenses, being unable to persuade their trustees or legislators to continue to support them. WHAD of Marquette University is the latest to "go commercial' by turning over its facilities to a private group. We have just heard of a mid-western college president who asked a nearby newspaper publisher to buy his station; he wanted $7,000 for it—in order to buy the college chapel an organ!

Farewell to Politics?

OUT of the tempest stirred up by the disclosure of political carpetbagging among members of the Democratic National Committee should come some relief for broadcasting also. It is no secret that politics, of late, have interfered with what might be termed the legitimate functioning of the Radio Commission. Even more obnoxious than these efforts of so-called Democratic powers to influence Commission actions have been the back-door calls and exertion of pressure by members of Congress of both major parties. The current campaign led by President Roosevelt to divorce government operations from politics should have a salutary effect upon Commission operations, and in most cases eliminate the political factor altogether—at least, we hope so.

The RADIO BOOK SHELF

FOR THE THOUSANDS of high school and college students who this year are debating the relative merits of the American system of radio and those of foreign countries, notably the British government-operated system, the NAB has now made available a 191-page book, *Broadcasting in the United States*, which sets forth the case for the American system. Some 7,000 copies have thus far been distributed to debate coaches and students, and highly commendatory reactions, praising the inclusiveness and fairness of the volume, have been received by Philip G. Loucks, NAB managing director, who should be addressed for copies, which are available free of charge.

The book represents the work of some of the best minds in radio. In their discussions of our system of private competitive enterprise in comparison with those of other countries, they do not gloss over the shortcomings of American radio, albeit they prove the case for the American system—at least for Americans. Chapters include a general discussion of American radio, a presentation of the American case as against the British by Dr. Herman S. Hettinger of the University of Pennsylvania, an outline for debate, a discourse by William Hard, a discussion of the listener's attitude toward B.B.C. programs by Maj. Joseph Travis of London, a discussion of what Americans are getting and what they may expect from radio by Franklin Dunham, NBC educational director, a compilation of question-and-answer facts about American radio and, last but not least, perhaps the best bibliography of available literature on broadcasting.

HARDLY squaring with the temper of the radio-press agreement between the networks and the press associations and the American Newspaper Publishers Association, whose radio committee he heads, are the broad hints thrown out as to how the press can continue waging its fight on radio in the pamphlet titled *Radio, the Newspapers and the Public*, published by E. H. Harris, publisher of the RICHMOND (Ind.) PALLADIUM-ITEM. It is a reprint of a speech by Mr. Harris, one of the prime movers in the radio-press agreement, in which he remarks that "it is possible that the whole broadcast system in the United States is on the wrong basis and that some other form of organization must be developed to control radio broadcasting." He calls radio a challenge to newspapers, says it is not free because it is federally licensed and holds the press the only medium of free speech.

"THE VOICE of Experience," whose lectures on sociological problems are now carried on a coast-to-coast sponsored CBS network and also on a sustaining basis, receives mail averaging 3,000 letters a day, most of which propound questions and problems of a marital or premarital nature, the author reveals in *The Voice of Experience* (Dodd, Mead & Co.; $1.50). It is to answer 50 of the questions most frequently asked that the popular lecturer has written the book. Now broadcasting under sponsorship of the Wasey Products Co., New York, as well as in several sustaining periods, the lecturer has set new records in listener response whenever he has gone on the air.

We Pay Our Respects To—

WILLIAM HARDIN WEST

EXACTLY one year ago, "Bill" West heeded a call from the ST. LOUIS POST-DISPATCH, operating KSD, to take over the management of that station and "make something" of it. That great newspaper theretofore had regarded its radio station, though it is one of the oldest in the country, as a sort of step-child. It had a studio in the newspaper building, a tower on the roof, a chief engineer who was also a manager of sorts—and that was about all.

Shortly before, the NAB convention had met in St. Louis. George M. Burbach, advertising manager of the POST-DISPATCH, had occasion to introduce his old newspaper advertising crony, Tom Lyons, now owner of WCAO, Baltimore, to the St. Louis Advertising Club at its luncheon meeting. Mr. Burbach heard things about the advance of broadcasting, particularly from a commercial point of view, that astonished him.

Soon Joseph Pulitzer, the newspaper's publisher, and his other executives also learned things about radio. They became convinced that prestige and profit were being overlooked in operating a broadcasting station almost exclusively as a network whistling post. The POST-DISPATCH had always prided itself on its local identity, as well as its national prestige, and it was decided that man power was the only force lacking to make its radio station as important a factor in the community as other newspaper-owned stations were in other communities.

"Bill" West was chosen to furnish that man power. We have it from Mr. Burbach that he has done and is doing a magnificent job. Station RSD needed only slight technical revamping, which "Bill" was able to do speedily with his excellent technical background. It went after local business and national—and got it, at the same time maintaining on the station the same high standard of advertising and public service integrity that has made the parent newspaper one of the nation's outstanding.

"Bill" West is one of the youngest station managers in the game. He was born in Colorado Springs, Nov. 29, 1903. A farm boy, he went to the rural schools near Springfield, Mo., and was graduated from the Springfield High School, where he took part in athletics as a high jumper and middle distance runner. Even before he entered high school he became interested in amateur radio. His natural bents were along technical lines, and his "ham" stations were among the best known in their day.

From "hamdom" he was graduated into the professional radio ranks in 1920 as a "sparks" operator aboard a freighter cruising the Carribean. In 1922 he returned to Springfield as an engineer-announcer and an occasional entertainer (he sang) on the old WIAI. Shortly afterward he joined the old Colin B. Kennedy Corp., radio set makers, as a sales and advertising representative. He was with that company until June, 1924, when the call of the operator's key beckoned anew.

He became a radio engineer for the Inland Waterways Corp. at New Orleans and later on one of its barges plying the Mississippi and Missouri rivers. In 1925, KMOX, then in its infancy, cast about for an engineer, and the post was offered to him by Mr. Kennedy, his former employer. A year later he was promoted to chief engineer, and it was largely through his efforts that KMOX in 1929 went to 50 kw.

As a reward for his exceptional work, and in recognition of his executive as well as technical ability, "Bill" West was shortly thereafter named chief of operations of KMOX, which position he relinquished to accept the general managership of KSD.

"Bill" West's chief characteristic is a winning personality and an ability to make and hold friends. Among radio's younger set—and radio's ranks are dominantly young men—he is highly popular. He is married, and has three children, William III, age 5; Peggy Ann, 3, and Patsy Lee, 1. His hobbies are golf, motoring and keeping his commercial first class radio operator's license which he has held since 1923. He is a member of the Institute of Radio Engineers, the Acoustical Society of America, the Missouri Athletic Association, the Advertising Club of St. Louis, Rotary Club and the engineering committee of the NAB.

PERSONAL NOTES

ALFRED J. McCOSKER, president of the NAB and director of WOR, Newark, and Mrs. McCosker have sailed on the United Fruit liner *Veragua* for a cruise in the Caribbean.

EDWARD KLAUBER, executive vice president of CBS, sailed Jan. 20. on the *Saturnia* for a three weeks cruise in the West Indies.

H. B. McNAUGHTON, formerly in New York as night traffic manager of NBC, has been appointed assistant manager of WTAM, Cleveland, Manager W. W. Smith announced Jan. 26.

MISS NANCY FRAZER, who has been in New York during the last four months working on a publicity campaign in connection with the Tugwell bill, has returned to KMOX, St. Louis, as publicity director.

RAY JORDAN, for the last four years program director of WDBJ, Roanoke, Va., on Jan. 1 became manager of the station, whose business offices have been moved into Room 208, Times Bldg.

LAMBDIN KAY, manager, and Ernest Rogers, publicity director, of WSB, Atlanta, were honor guests at a dinner Jan. 5 tendered in recognition of their Unorganized Cheerful Givers radio campaign which raised $6,000 for Atlanta's needy during the Yule holidays.

OWENS V. DRESDEN has become general manager of KMTR, Hollywood, succeeding Gus Mack, who resigned in January. Mr. Dresden, who is also president of a Los Angeles auto loan company, has been with the station in advisory capacity for several years.

KENNETH CHRISTENSON, of NBC Chicago maintenance department, won the NBC ping pong tournament for a cup presented by Edgar Guest, the poet who is featured in the Household Hour. Christenson won from James Neale, of the traffic department. Runners-up included Kenneth Frey, James Cook, William Ray, William Rosee and A. R. Williamson, of the press department.

VISITORS in the traffic department of the NBC Chicago division during the early part of January included J. Leslie Fox and Ed Kirby, of WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; Stanley Hubbard, KSTP, St. Paul.

DON E. GILMAN, NBC vice president and western manager, is in the New York offices of the network for an indefinite period.

E. C. ("Buck") RAYNER, founder and former publisher of RADIO DIGEST and later special station representative, has become publisher of WINES & LIQUORS, trade paper published in Chicago. G. W. Stamm, founder of the paper, who was former publisher of BROADCAST ADVERTISING, is general manager.

MRS. FRANCES BILSON, formerly with the licensing division of the Radio Commission, has joined the staff of Jansky & Bailey, Washington radio engineering consultants.

FRANK E. MULLEN, NBC director of agriculture, spoke at the American Game Convention banquet in the Hotel Pennsylvania, New York, on Jan. 23. Mr. Mullen discussed the conservation programs broadcast in the Farm and Home series on NBC.

APPOINTMENT of Dewey Long, formerly of WFBC, Greenville, S. C., and S. Hubert Hitch, of Charlotte, N. C., to the sales department of WBT, Charlotte, is announced by William A. Schudt, Jr., WBT manager, following resignations of William J. Weber, sales manager, and Robert Mitchell, salesman. Mr. Mitchell has joined the staff of Threads, Inc., Gastonia, N. C., one of WBT's leading clients.

JOHN L. CLARK, general manager of WLW and WSAI, Cincinnati, and Mrs. Clark, are parents of a 7-pound son, John Morrow, born Jan. 8.

G. A. RICHARDS, president of WJR, Detroit, and WGAR, Cleveland, left Detroit with his family Jan. 17 for his winter home on the Pacific coast.

ELMER H. DRESSMAN, director of publicity and continuity, WCKY, Cincinnati, is in Miami for 10 days, where his chief, L. B. Wilson, president of WCKY and Mrs. Wilson, are vacationing.

LOUIS G. CALDWELL, Washington radio attorney, returned to Washington Jan. 22 after a week's visit in Chicago, during which time he addressed the annual convention of the Institute of Cleaners & Dyers, which he has represented in Washington in connection with its NRA code.

GUY STEWART, formerly manager of WLAP, Louisville, has joined the commercial staff of WKBC, Birmingham, Ala., now managed by S. A. Cisler, formerly with WLS and KSO.

BUD ERNST, on the sales staff of KRKD, Los Angeles, on Jan. 15 returned to KMPC, Beverly Hills, Cal., as general manager to succeed Jack Kiefer, resigned.

NEW MEMBERS of the sales staff of KIEV, Glendale, Cal., were announced the middle of January as follows: H. S. Davis, head of the staff; Robert Clary, former San Francisco newspaperman; R. A. Goodman, recently with Cincinnati stations, and H. S. Cooper, of Los Angeles.

PHILIP G. LOUCKS, NAB managing director, returned to his office Jan. 23 after a week's illness.

WILLIAM WALLACE, one of the original announcers of WDEL, Wilmington, Del., has returned to that station as a member of its sales staff.

JAMES JENNISON, supervisor of WEAN, Providence, and Mrs. Jennison are parents of a daughter, Nancy Page, born Jan. 19.

ROBERT DONAHUE, publicity director of the Yankee Network, and Mrs. Donahue, are parents of a son, Richard Joseph, born Jan. 17.

ANDRE F. JOHNSON on Jan. 20 became national sales manager for Radio Productions, Inc., Los Angeles radio program producers. He was formerly connected with sales activities of NBC and RCA in New York.

MARTIN CODEL, publisher of BROADCASTING, left Washington Jan. 30 for an extended business trip to the Pacific coast, accompanied by Mrs. Codel. He will be away about a month.

RALPH COHEN, former merchandising director of WKBF, Indianapolis, has been appointed secretary of the Miami Valley Paper Shippers Association, Middletown, Ohio.

LINDSAY MacHARRIE, production manager of KMTR, Hollywood, resigned Jan. 30 to return to free lance work. He also produces "Tapestries of Life" over KHJ for Forest Lawn Memorial Park and acts in Freeman Lang transcription series. He was succeeded by David Ballou, who resigned as publicity head of KNX, Hollywood, to take the position.

RAYMOND WEBER, formerly with J. Walter Thompson Co. and McJunkin agency, has been added to the NBC Chicago continuity staff.

BEHIND THE MICROPHONE

KENNETH NILES, young chief announcer and production manager of KHJ, Los Angeles, and author of the "California Melodies" series on CBS, has been selected from a field of 140 competitors to announce the new Old Gold series with Ted Fiorito's orchestra and Dick Powell, which starts over CBS Feb. 7 from San Francisco. He replaces David Ross, who was unable to leave New York to continue handling the Old Gold series.

HELEN PICKENS, of the Pickens Sisters, star NBC vocal trio, was married Jan. 23 to Salvatore M. Curioni, an engineer and Italian flying corps ace during the war. They met in Hollywood several months ago. She will continue her professional career.

JULIAN PETRUZZI, formerly with NBC and CBS in Chicago as a continuity writer and actor, on Jan. 8 joined WHK, Cleveland, as production manager.

BOB EMERY, who in 1924 organized his "Big Brother Club" at WEEI, Boston, and who has been heard on networks and stations, has joined WNEW, new station in Newark, it was announced Jan. 16 by Don Clark, WNEW program director.

DAVID ROSS, stellar announcer of CBS and 1932 winner of the diction medal of the American Academy of Arts and Letters, began his sixth year as a CBS announcer the week of Jan. 15.

GENE JORDAN, known as the Southland Tenor in his morning program on WJR, Detroit, has joined WCKY, Cincinnati.

EDWARD KIMBALL, former announcer of KSL, Salt Lake City, and son of the famous organist of the Mormon Tabernacle there, has joined the announcing staff of WRC and WMAL, NBC-operated stations in Washington. He recently returned from abroad where he studied music.

WILLIAM COYLE, formerly with WTIC, Hartford, Conn., has joined the Washington announcing staff of NBC.

ROSE DIAMOND, one of New York's foremost musicians, has joined WINS, New York, as staff organist.

TED BRAUN, manager of the artists' bureau at KHJ, Los Angeles, and Mrs. Braun are parents of a daughter, born in January.

DICK NELSON, announcer on a remote control spot for KFWB, Hollywood, has also joined the administrative staff of the Otto K. Oleson sound studios in Hollywood.

FRANCES HERRICK, of the NBC drama staff in San Francisco, is seriously ill with a double attack of diphtheria and smallpox.

ROBERT BOWMAN, production manager of KGB, San Diego, has been transferred to KFRC, San Francisco, as assistant production head.

SAM FALLOW, for the last year in charge of club bookings and private entertainment at CBS, has resigned.

DONALD COPE, NBC producer in San Francisco, and Mrs. Cope, are parents of a daughter, born Jan. 14.

CHARLES ANDERSON has joined the announcing staff of KFI, Los Angeles.

HILDA COLE, of the New York CBS publicity staff, has obtained a leave of absence to serve as publicity agent for Kate Smith during the latter's vaudeville tour. The tour is expected to last several weeks.

WCAE Hails 1934

WITH GREETINGS TO ALL

From Its

NEW TRANSMISSION STATION

INCREASED SERVICE

TO CLIENTS

and

LISTENERS

1220 KILOCYCLES WCAE 1000 WATTS

INCORPORATED

PITTSBURGH, PENNSYLVANIA

BASIC RED NETWORK, NBC

WILLIS COOPER, Chicago NBC continuity editor, and Clarence L. Menser, production manager of NBC in Chicago, lectured recently before the broadcasting class at the University of Chicago.

RUSH HUGHES has been named by the J. Walter Thompson agency and the Shell Oil Co. of San Francisco to be master of ceremonies of the "Shell Show" on the Don Lee Network. Hughes will also continue his daily "air column" on NBC for the Langendorf Bakery, being the only San Francisco performer to work on competing networks.

HAROLD ISABEL, announcer at KFAC, Los Angeles, left for Chicago in January to join the NBC announcing staff.

FRAN ALLISON, blues singer on WMT, Waterloo, Ia., is soon to be honored by the Forster Publishing Co., of Chicago. Miss Allison's picture will appear on the front of the sheet music for "Nuthin'," a new popular song.

L. R. WINSTON, 1900 North Vista, Los Angeles, long in the theater talent business, has added radio talent to manage. Clients include Tizzie Lish, Harrington Sisters, Billy Gilbert and others well known on west coast. He has made audition transcriptions of all his talent at Recording, Inc., for preview purposes for agencies and sponsors.

ROBERT BOWMAN, former program director of KGB, San Diego, and recently of KFI, Los Angeles, has joined KFRC, San Francisco, as assistant production manager under William S. Wright.

KFRC, San Francisco, has made three staff additions within the last fortnight as station business has increased accordingly. The new artists are Jeffrey Gill, tenor, who came from Hollywood film lots; Helene Hughes, stage soprano, and William Carey, former vocalist with the Ted Fio Rito band.

ART KIRKHAM, chief sports announcer of KOIN, Portland, Ore., is filling speaking engagements before various Oregon civic clubs, giving good will talks on the radio industry.

ART GILLHAM, formerly of KMOX, St. Louis, is now appearing over WOAI, San Antonio, Tex., handling the Borden and Peruna accounts. He went to Texas for his health, and BROADCASTING in a recent issue erroneously reported him with XEPN.

ROBERT HAFTER, for the last four years production manager of WDAF, Kansas City, has been appointed program director of KMOX, St. Louis. Bradford Simpson, formerly of KFI, Los Angeles, has been named production director.

LESLIE ADAMS, former manager of KFSD, San Diego, has been added to the announcing staff of KIEV, Glendale, Cal. Another new member is Frederick Fowler, formerly of KMTR.

BRAVEN DYER, sports writer for the LOS ANGELES TIMES, has been placed in temporary charge of the newspaper's radio department, handling promotional and news programs over KHJ, Los Angeles, and KMTR, Hollywood.

IRENE WALLEN, well known northwest songstress, has joined the staff of KFYR, Bismarck, N. D. KFYR also reports signing I. A. Esko, tenor formerly with WEBC, Duluth, and Mrs. Elsie Esko, dramatic reader, for a program titled "Just a Song at Twilight."

JOHN MARTIN, juvenile director for NBC, was guest of the Parent-Teachers Ass'n of Washington Jan. 16, after which he visited the White House on the invitation of Mrs. Anna Roosevelt Dall, daughter of the President, to tell his famous children's stories to "Buzzie" and "Sistie," the President's grandchildren.

GARY BRECKNER, producer of dramatic programs and sports' announcer for KHJ, has assumed duties this week as program director and production manager of KGB, San Diego. He succeeds Robert Bowman, transferred to KFRC, San Francisco, as assistant production manager, according to Lincoln Dellar, manager of KGB.

RUSSELL RICHMOND, announcer of WHK, Cleveland, on Jan. 6 was married to Miss Beatrice Reitz at Ripley, N. Y.

BERNIE MILLIGAN, radio editor of the LOS ANGELES EXAMINER and news reader over KFWB, Hollywood, is recuperating from an operation for appendicitis performed late in January at the Methodist Hospital.

ROBERT FORD, who recently changed from announcing at KFXM, San Bernardino, Calif., to KGFJ, Los Angeles, is recuperating from an peritonitis operation.

JOHN McINTYRE, for several years chief announcer at KMPC, Beverly Hills, Calif., resigned late in January to do free lance work.

GENE BYRNES, who left Los Angeles two years ago to do radio work in New York, returned in January to become master of ceremonies on Davis Perfection Bread Co. weekly frolic via KNX, Hollywood.

EDMUND LYTTON, chief announcer at KTM, Los Angeles, has returned to the station after two months recuperating at Palm Springs following a serious illness. Dick Licence, who substituted for him, has joined the announcing staff of KELW.

IN THE CONTROL ROOM

STUART L. BAILEY, partner in Jansky & Bailey, consulting engineers of Washington, returned to Washington Jan. 24 after spending three months directing crews in field strength surveys of WDAF, KMBC and WOC-WHO. He will remain in Washington, but the crews are still in the field.

J. W. ROBERTSON has been added to the technical staff of WDBJ, Roanoke, Va., as an apprentice under the NRA broadcasters code.

EDWARD OLDS, of the technical staff of KIEV, Glendale, Cal., has been promoted to chief engineer. W. C. Evans, formerly with CBS in Chicago, has been added to the operating force. The station in January installed complete new pickup equipment, amplifiers and 10 microphones for remotes to the Glendale Junior College and other points.

JOHN SMITHSON, Los Angeles technician, has joined the operating staff of KFAC.

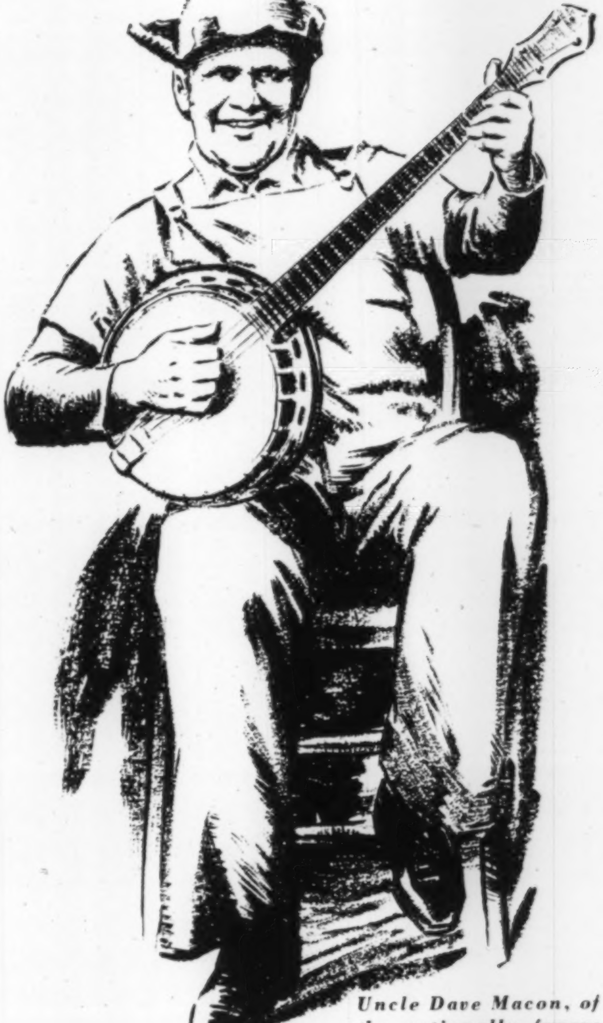
G LEONARD WHITEHORNE, of the engineering staff of WRVA, Richmond, Va., and Miss Alma Irene Schmitz, of Richmond, were recently married.

MEL LEMON, chief engineer of KMPC, Beverly Hills, Cal., in January was elected a member of the honorary technical advisory board of the Frank Wiggins Trade School, Los Angeles. The institution is part of the city school system.

STERLING M. STEVENS, chief technician of the Otto K. Oleson sound studios, Hollywood, and Mrs. Stevens are parents of a son, born in January.

CLAYTON E. DONALDSON, of the engineering staff of WBZ, Boston, and Miss Ernestine Hull have revealed they were married on Dec. 16, 1933. Donaldson has been transferred from the Boston studios of WBZ to the transmitter plant at Millis, Mass.

Why WSM
SELLS THE SOUTH



Uncle Dave Macon, of the nationally famous Grand Ole Opry company

What is the grip this station has on that South which is leading the rest of the nation out of Depression—that South which is proving the chief beneficiary of the New Deal? Why does the South so obviously listen to WSM in such responsive fashion?

Read the list of WSM features. Names like "Lasses" White and his partner "Honey" of minstrel fame. The Dixie Four, the Vagabonds, Francis Craig, and his orchestra—not to mention the outstanding network folks.

That is why WSM has built up the following our sponsors hear from. And that is why WSM is the heart and soul of any plan designed to cash in on the South's new and somewhat astonishing spending power.

If it was shrewd to buy WSM, Nashville, last year—it is brilliant now.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
NASHVILLE, TENNESSEE

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK DETROIT CHICAGO
ATLANTA SAN FRANCISCO

Cleared Channel **Unlimited Time**

WSM

NBC Affiliate **50,000 WATTS** **650 Kilocycles**

BACKED BY

THE FACILITIES AND PRESTIGE OF THE COLUMBIA NETWORK

YOUR PROGRAM ON ANY "RADIO SALES" STATION COMMANDS A WAITING AND "EXPECTANT" AUDIENCE

- More than EIGHT out of TEN of all the radio homes in America listen regularly to Columbia stations—a market of millions—a market ready and waiting to respond to your advertising—a market that listens to the dominant Radio Sales Station in each of twelve key territories.

- As Columbia affiliates, Radio Sales Stations offer the accumulative "program-power" of the world's largest network, presenting your sales message with maximum local prestige.

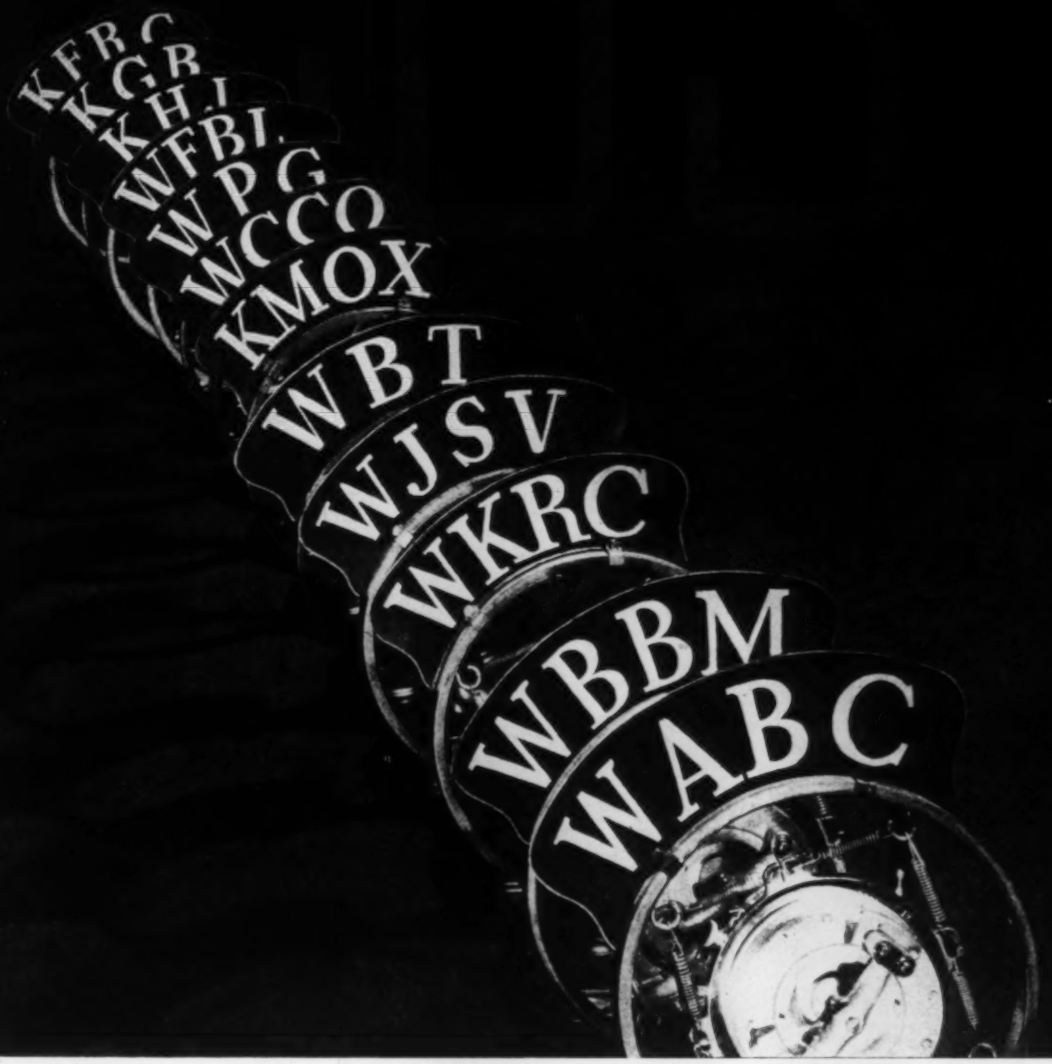
- The markets delivered by Radio Sales Stations have been measured, mapped, weighed and audited by the Research Department of the Columbia Broadcasting System. You buy known markets instead of merely "time." You know, in advance, how many people actually listen to your station, where these people live, what they can afford to buy, and what their station preferences have been for the past four years.

- Make your "time-dollar" a measured investment in audited markets. Tap Columbia's richest audiences. Call Radio Sales, Inc. or any Radio Sales Station.

---

485 MADISON AVENUE, NEW YORK CITY
PLAZA 3-2520

410 NORTH MICHIGAN AVENUE, CHICAGO
WHITEHALL 6000


KFRC
KGB
KHJ
WFBL
WPG
WCCO
KMOX
WBT
WJSV
WKRC
WBBM
WABC

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

WFBL
SYRACUSE

DON LEE
CALIFORNIA STATIONS

RADIO SALES, INC.

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND FOR "SPOT" BROADCASTING OVER THE MAJOR CBS NETWORK STATIONS LISTED ON THIS PAGE

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBZ, Boston, and WBZA, Springfield: M. A. King Co., Somerville, Mass. (Statler tissue) musical clock, half hour 6 days weekly, 52 weeks thru Chambers & Wisewell Inc., Boston; Sun-Rayed Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice) cooking school, 52 weeks, Chambers & Wisewell, Boston; Carpenter-Morton Co., Boston (paints) half hour once weekly, 13 weeks, Ed. S. Whitten, Boston; Stanco Distributors, New York (Nujol) Dr. Copeland's health talks, 5 transcriptions weekly, 65 times, McCann-Erickson Co., N. Y.; Skat-A-Rat Corp., Providence, R. I. (rat poison) half hour once weekly, 52 weeks, Lampher & Schonfarber, Providence; Carter Medicine Co., New York (Carter's liver pills) daily time announcements, 26 weeks, H. H. Good Advertising Co., N. Y.; Hess Witch Hazel Cream Co., Brook, Ind., 5-minute talk once weekly, 13 weeks, Rogers & Smith, Chicago; Gordon Mfg. Co., Framingham, Mass. (clothing) half hour once weekly, 13 times, direct; James Hawley Co., Millis, Mass. (cereal) cooking school twice weekly, 31 weeks, Chambers & Wisewell, Boston; Stickney & Porr Spice Co., Charlestown, Mass. (poultry stuffing) time signals daily, 1 week, Badger & Browning, Boston; Miller-Milling Co., Minneapolis (Occident flour) quarter hour transcription 3 times weekly, 39 times, A. T. Sears & Sons, Chicago.

WCAE, Pittsburgh: Bulova Watch Co., New York, 300 announcements, thru Biow Co., N. Y.; Bay State Fishing Co., Boston (Forty Fathom Fish) 52 announcements, SHB; Numismatic Co., Fort Worth, Tex. (stamps and rare coins) SHB sketch, 1 time; Iodent Co., New York (toothpaste) transcription 3 days weekly, 1 year, SHB; Fred Fear & Co., Newark (Easter Egg dyes) 3 transcription programs, SHB; Radio Cooking Club of America, Inc. (cooking school) 4 times, Cecil, Warwick & Cecil, N. Y.; Chrysler Motor Corp., Detroit, 100 announcements, J. Stirling Getchell, Detroit; Climalene Co., Canton, O. (water softener) 5 transcription programs, W. S. Hill, Pittsburgh; Standard Oil Co. of N. Y., New York (Nujol) WBS transcription medical talks, 5 days weekly, 65 times, and similar schedule for (Mistol) thru McCann-Erickson, N. Y.

WWNC, Asheville, N. C.: Gillette Razor Blade Co., Boston, time signals, 104 times, WBS; United Remedies, Chicago (Peruna) 100 evening announcements, SHB, Chicago; Roney-Plaza Hotel, Miami, 39 evening announcements, Rose-Martin, Inc., N. Y.; Hotel Governor Clinton, New York, 26 evening announcements, Rose-Martin, Inc.; Buick Motor Co., Detroit, 12 evening announcements, Campbell-Ewald Co., Detroit.

KOIN, Portland, Ore.: Chevrolet Motor Co., New York, 1-minute transcription, 6 times daily, 10 days, thru Campbell-Ewald Co., New York; Dodge Motor Co., Detroit, 1-minute transcription, twice daily, 10 days, Ruthrauff & Ryan, N. Y.; Iokelp Co., Los Angeles, 5-minute transcription, twice weekly, 13 weeks, Heintz-Pickering Co., Los Angeles.

KOA, Denver: Marshall Canning Co., Marshalltown, Ia. (canned vegetables) 5-minute programs 3 days weekly, 26 times, thru Erwin, Wasey Co., Chicago.

WRVA, Richmond, Va.: Ayer Co., Lowell, Mass. (Cherry Pectoral) time signals, 6 nights weekly, 17 weeks, thru Broadcast Advertising, Inc., Boston; Dodge Motor Corp., Detroit, 24 evening announcements, WBS, and Ruthrauff & Ryan, N. Y.; Chrysler Motor Corp., Detroit (Plymouth) 5 evening announcements, RCA Victor Co. and J. Stirling Getchell, Inc., Detroit; Chevrolet Motor Co., Detroit, 14 announcements, WBS and Campbell-Ewald Co., Detroit; Buick Motor Co., Detroit, 12 studio announcements, Campbell-Ewald Co., Detroit; BC Remedy Co., Durham, N. C. (headache powder) sports review 6 days weekly, 27 times, renewal, Harvey Messengale Co., Atlanta; Pontiac Motor Co., Detroit, 15 announcements, WBS and Campbell-Ewald Co., Detroit; Nyal Co., Detroit (Nyal Ucatone) 24 announcements, A. T. Sears & Son, Chicago; U. S. School of Music, New York (music course) 13 programs, SHB.

WNAC, Boston: Stanco, Inc., New York (Mistol) 5-minute transcriptions, 5 mornings weekly, 13 weeks, thru McCann-Erickson, N. Y.; Ford Dealers of New England, Boston, 5-minute studio program, 6 nights weekly, 18 times, Karl M. Frost, Boston; McCoy's Laboratories, New York (Leftolac) 5 minutes, 3 mornings weekly, 3 weeks, Peck Advertising Agency; Reid, Murdoch & Co., Chicago (Monarch foods) 4 announcements daily, 52 weeks, Phillip O. Palmer, Chicago.

WCFL, Chicago: Maybelle Co., Chicago (eyelash dye) 13 daily time signals, thru Cramer-Krasselt Co., Milwaukee; Basic Foods, Inc., Chicago (health foods) two 15-minute studio programs daily 6 days weekly and daily time signals for 52 weeks, Heath-Seehof Agency, Chicago; Mentho-Kreamo Co., Clinton, Ill. (cough remedy) daily time signals for indefinite period, Wade Advertising Agency, Chicago; Chicago Mail Order House, 5-minute studio programs daily for indefinite period, direct.

WBBM, Chicago: A. J. Kasper Co., Chicago (Sip of Gold coffee) "Mike and Herman comedy" sketch 15-minutes 3 times weekly for indefinite period, thru Sehl Advertising Agency, Chicago; American Household Institute, Chicago, 15-minute daily studio programs, Ames H. Turner Agency, Chicago.

WJSV, Alexandria-Washington: Bulova Watch Co., New York, 2 announcements daily, 52 weeks, the Biow Co. N. Y.; Fred Fear & Co., New York (Chick Chick Easter egg dyes) 6 late afternoon announcements, Menken Advertising, Inc., N. Y.; Quaker State Oil Co., Oil City, Pa., 6 announcements weekly, 10 weeks, Kenyon & Eckhardt, N. Y.; Justrite Co., Milwaukee (bird seed) 3 quarter hour programs, Gustav Marx, Milwaukee; Gem Products Sales Co., Camden, N. J. (laundry gems) announcements 3 days weekly, 13 weeks, Paris & Peart, N. Y.; Reid, Murdoch & Co., Chicago (Monarch foods) announcements 3 times daily, 52 days, Phillip O. Palmer, Chicago; Pontiac Motor Co., Pontiac, Mich., announcements 3 times daily, 5 days, Campbell-Ewald Co., Detroit.

WAAF, Chicago: Kamphene Co., Chicago, 15-minute transcription, 7 days weekly, 13 weeks, direct; M-K Co., Clinton, Ill. (M-K cold remedy) 2 announcements daily, 13 weeks, Wade Advertising Agency, Chicago; Reliable Packing Co., Chicago (Danish brand meat products) announcements 6 days weekly, 52 weeks, direct.

WSM, Nashville, Tenn.: Central Shoe Co., St. Louis (Robin Hood Shoes) 15-minute "Robin Hood" transcriptions twice weekly, 16 times, thru Jimm Daugherty, Inc., St. Louis; Capital Drug Co., Augusta, Me. (Kinsman's asthma remedy) 15-minute studio program for 13 weeks, Wade Advertising Agency, Chicago; Olsen Rug Co., Chicago, (rug weavers) half-hour studio program once weekly for 10 weeks, Phillip O. Palmer Co., Chicago; Slingerland Banjo & Drum Co., Chicago (School of Music) renewed half-hour in "Grand Ol' Opry" for indefinite period, direct.

WDBJ, Roanoke, Va.: Pennzoil Co., Oil City, Pa., 5-minute transcription, twice weekly, 8 weeks, direct; Stanback Co., Salisbury, N. C. (headache powder) announcements 3 evenings weekly, 1 year, direct; Plymouth Motor Corp., Detroit, 3 announcements weekly, 13 weeks, J. Stirling Getchell, Detroit.

PROCTER & GAMBLE, Cincinnati (Ivory guest soap) on Jan. 23 started "Ivory Soap Club with Captain Tim Healy" on WJZ, New York, Tuesdays, Thursdays and Saturdays, 6:30-6:45 p. m., EST, thru Blackman Co., N. Y.

"WAVE" ON THE AIR WAVES—This photograph was taken at the recent inaugural of WAVE, new Louisville station. Left to right are Nathan Lord, station manager; George W. Norton, Jr., president; Harold Harter, manager of the Brown hotel where station is located, and Ford Bond, NBC announcer who was master of ceremonies at the inaugural.

REX COLE, Inc., New York (G. E. merchandise) on Jan. 16 started "Rex Cole Mountaineers" on WEAF, New York, Tuesdays and Thursdays, 5:45-6 p. m., EST, thru Maxon, Inc., N. Y.

KMOX, St. Louis: Olsen Rug Co., Chicago, 4 times weekly, thru Phillip O. Palmer, Chicago; Sendol Co., Kansas City (Sendol) 3 times weekly, Hogan Advertising Co., Kansas City; John Morrell Co., Chicago (Red Heart dog food) transcription twice weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Falstaff Brewing Corp., St. Louis (Falstaff beer) announcements, 13 weeks, Kaster & Son Agency, St. Louis; Nyal Products Co., Detroit (Nyal remedies) announcements and musical program (two programs) twice weekly each, 8 weeks, A. T. Sears & Son; Reduceoids, San Francisco, transcription once weekly, 13 weeks, Bob Roberts & Associates; United Remedies, Chicago (Acidine, Germania herb tea and Kolorbak) 3 daily programs, 52 weeks, Heath-Seehof Co., Chicago; Peruna Corp., Chicago (Peruna) daily programs, direct.

WLS, Chicago: Olsen Rug Co., Chicago (rug weavers) daily announcements for 10 weeks and 15-minute studio program once weekly for 10 weeks, thru Phillip O. Palmer, Chicago; Reliance Manufacturing Co., Chicago (Big Yank Work Shirts) renewed 15-minute studios programs once weekly for 13 weeks, Carroll Dean Murphy, Inc., Chicago; Kitchen Art Foods, Inc., Chicago (Two Minute Dessert) renewed twice weekly 5-minute feature for 26 times, Rogers & Smith, Chicago; Stanco, Inc., New York (Nujol) renewed 5-minute transcriptions 5 days weekly for 13 weeks, McCann-Erickson, Inc., New York.

KPO, San Francisco: Hills Brothers, San Francisco (coffee) 5-minute transcription, daily except Saturday and Sunday, thru N. W. Ayer & Son, San Francisco; Stanco Distributors, Inc., New York (Mistol) on Jan. 15 renewed "Dr. Shirley Wynne's health talks," daily except Sunday, 5-minute transcriptions, McCann-Erickson, N. Y.; Western Clock Co., Chicago, "Westclox Sketches," twice weekly, Batten, Barton, Durstine & Osborn, N. Y.

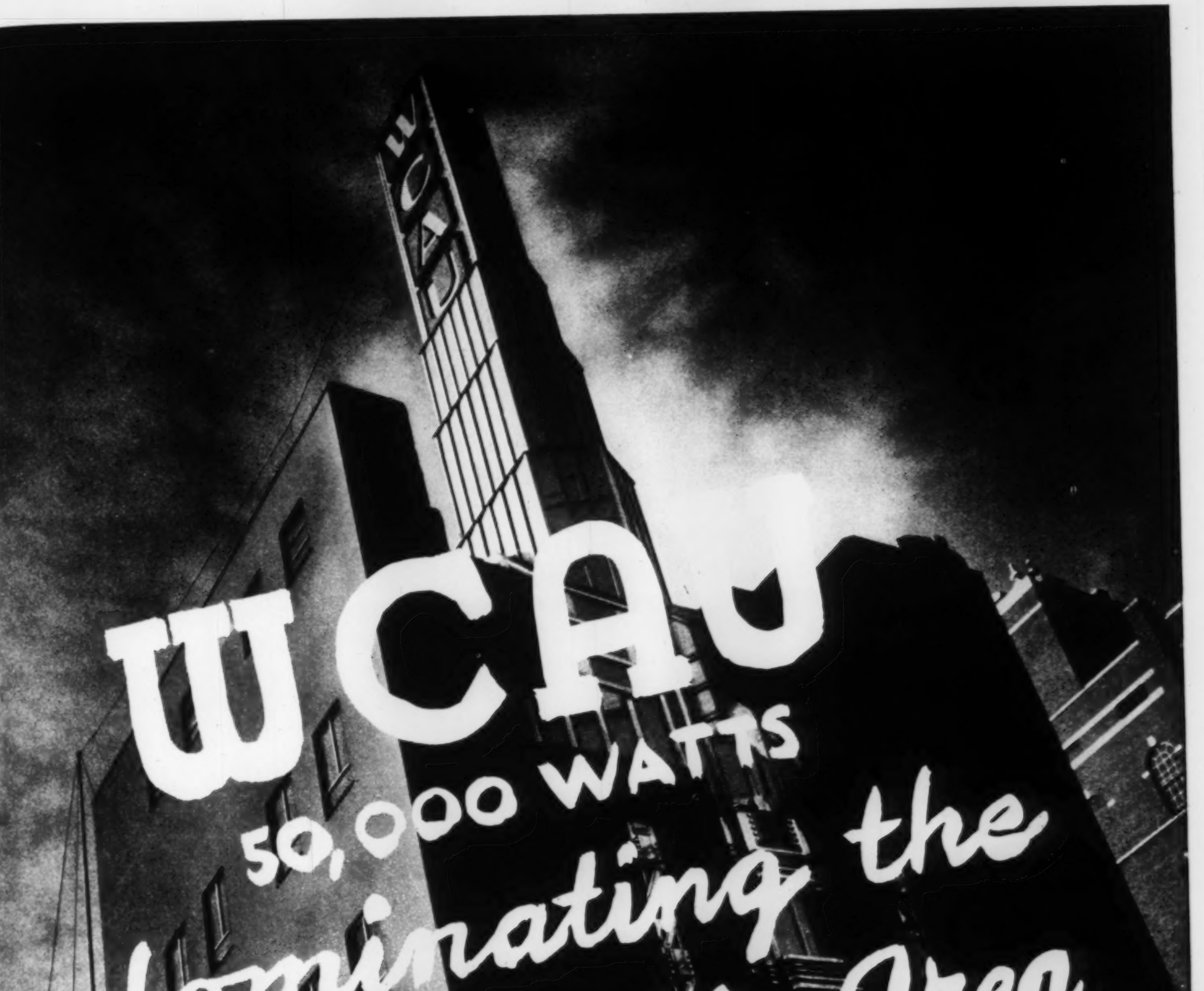
WHBF, Rock Island, Ill.: Chevrolet Motor Co., Detroit, 32 1-minute transcriptions, and 15 half-hour remotes; Buick Motor Co., Detroit, 13 1-minute announcements; Commonwealth Loan Co., Indianapolis, 13 30-minute transcriptions, direct; Plymouth Motor Co., Detroit, 12 5-minute transcriptions; Continental Baking Co., time signal contract on Hostess cake and Wonder Bread extended thru December, 1934, direct; Pontiac Motor Co., Pontiac, Mich., 13 1-minute announcements.

KSL, Salt Lake City: Willard Tablets, Chicago (proprietary) 15-minute studio program 3 times weekly, 52 times, thru First United Broadcasters, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance) 15-minute studio program once weekly 13 weeks, First United Broadcasters, Chicago; Slingerland Banjo & Drum Co., Chicago (School of Music) renewal of 15-minute studio program once weekly for indefinite period, direct.

WTMJ, Milwaukee: Numismatic Co., Dallas (rare coins) 15-minute studio program once weekly for 13 weeks, thru Guenther-Bradford & Co., Chicago; Page Milk Co., Merrill, Wis. (condensed milk) 3 announcements daily for 150 times, Stack-Goble Advertising Agency, Chicago.

WFAA, Dallas, Tex.: Willard Tablet Co., Chicago (proprietary) 15-minute studio program three times weekly for 52 times, thru First United Broadcasters, Chicago.

WMAQ, Chicago: Calcium Chloride, Inc., Detroit (calcium chloride) 28 1-minute announcements 3 days weekly, thru N. W. Ayer & Son, New York.


WCAU
50,000 WATTS
dominating the
Philadelphia Area
More homes than any other
City in the United States

It's a FACT

THE STATION OF THE MILLIONS WITH MILLION$ TO SPEND

10 of the . . . first 11 1934 New Cars Were Announced over KSTP!

IN 2 cases the Factory chose KSTP

IN 3 cases the Agency selected KSTP

In 2 cases the Distributor demanded KSTP

In 3 cases the Dealer insisted on KSTP

It's a FACT . . .

that when the selection is left to the man who must actually sell the product in this territory, the choice is inevitably KSTP.

It's a FACT . . .

that KSTP "concentrates" its coverage—and occupies the leading position—in the Northwest's Metropolitan Area of 1,142,000 population which "spends 75c out of every dollar" in the state.

KSTP
Minneapolis St. Paul

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

ELY WALKER & Co., St. Louis (Gilbrae fabrics) on Feb. 1 starts Carl Rossow's 14-piece orchestra of the St. Louis Symphony, Cowles Strickland directing cast from St. Louis Theatre, the Fashion Three vocal trio, Janet Walker as style commentator and Woody Klose, announcer, on 8 western and southern CBS stations, Thursdays, 10:30-11 a. m. Agency: Mortimer W. Mears, St. Louis.

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile autos) on Feb. 13 starts Ruth Etting with John Green's orchestra, chorus and Ted Husing as m. c. on 61 CBS stations, Tuesdays and Fridays, 9:15-9:30 p. m. Agency: Campbell-Ewald Co., Detroit, and Batten, Barton, Durstine & Osborn, N. Y.

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion) on Jan. 14 started Eddie South's orchestra with Jack Brooks and two actresses on 7 CBS stations in west, Sundays, 7-7:15 p. m. Agency: Ruthrauff & Ryan, Chicago.

PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings) on Feb. 4 starts "Rings of Melody," with Ohman & Arden, Edward Nell, baritone, and Arlene Jackson, on 50 NBC-WJZ and supplementary stations, including CRCT and CFCF in Canada. Sundays, 2:30-3 p. m. Agency: Sidener-Van Riper & Keeling, Indianapolis.

CONTINENTAL OIL Co., New York (Conoco gas and oil) on Feb. 14 starts "Adventures with Conoco" with 30-piece orchestra and travel talks on 25 NBC-WJZ stations, Wednesdays, 10:30-11 p. m. Agency: Tracy-Locke-Dawson, N. Y.

EASY WASHING MACHINE Co., Syracuse, N. Y., on Jan. 15 joined "Woman's Magazine of the Air" on basic NBC-KGO Network, plus KFSD, Mondays, 11:10-11:30 a. m., PST. Agency: Henri, Hurst & McDonald, N. Y.

BLUE SEAL Co., Ltd., Boston (Ye Old Antique Scotch Whiskey and Pellisons Cognac) on Jan. 8 started "Jack Ingersoll's Sport Page" on WNAC, WEAN, WORC and WMAS of the Yankee Network, nightly, 10:45-10:50 p. m., 52 weeks. Agency: None.

FEDERAL IMPORTING Co., Boston (Olio Simonini and Italian olive oil) on Dec. 14 started "Italian Echoes," with orchestra and vocalists, on WAAB, WEAN and WICC of the Yankee Network, Thursdays, 7:30-8 p. m., 52 weeks. Agency: None.

THOMAS COOK & SON, New York (travel service) on Feb. 11 starts "Cook Travelogues" on 13 NBC-WEAF stations, Sundays, 2:30-2:45 p. m. Agency: L. D. Wertheimer, N. Y.

TENNESSEE Corp., New York (Loma, garden product) on Feb. 18 starts 8-piece orchestra under Richard Clark on 12 NBC-WEAF stations, Sundays, 10:30-11 a. m. Agency: Samuel C. Croot Co., N. Y.

KELLOGG Co., Battle Creek, Mich. (cereals) on Feb. 5 renews "Singing Lady," on 9 NBC-WJZ stations daily except Saturday and Sunday, 5:30-5:45 p. m. Agency: N. W. Ayer & Son, N. Y.

BENJAMIN MOORE & Co., New York (paints) on Jan. 31 renewed "Betty Moore on Interior Decoration" on 25 NBC-WEAF stations, Wednesdays, 11:30-11:45 a. m. Agency: none.

HEALTH PRODUCTS Co., Newark (Feenamint), on Aug. 20, 1934, will renew George Gershwin and Louis Katzman's orchestra on 19 NBC-WJZ stations, Mondays and Fridays, 7:30-7:45 p.m. Agency: Wm. Estey & Co., New York.

THE RIESER Co., New York (Venida hair net) on Feb. 10 starts orchestra and singers on 19 CBS stations, Saturdays, 6:15-6:30 p. m. Agency: Lawrence Gumbinner Advertising Agency, N. Y.

GENERAL HOUSESOLD UTILITIES Co., Chicago (Grunow refrigerator) on March 6 starts the Minneapolis Symphony orchestra on 44 CBS stations, Tuesdays, 9:30-10 p. m. Agency: Hays MacFarland & Co., Chicago.

CAMPANA SALES Co., Batavia, Ill. (D.D.D. Ointment), on Jan. 22 started "Romantic Melodies" on a special NBC network comprising WOW, WHO, KSD, WDAF, KOA, KDYL, KGO, KGW, KOMO, KHQ, and KFI, Mondays, 8-8:30 p. m. Agency: Aubrey, Moorse & Wallace, Chicago.

R. L. WATKINS Co., New York (Dr. Lyons' tooth powder) on Jan. 31 renewed "Manhattan Merry-Go-Round" on 27 NBC-WEAF and supplementary stations, Sundays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

NBC CHANGES: Calsodent's "Mouth Health" program on NBC-WJZ on Jan. 19 shifted to Fridays, 12 noon-12:15 p. m.; "Caswell Coffee Concerts" on NBC-KGO on Jan. 23 shifted to Tuesdays, 7:45-8 p. m., PST; U. S. Tobacco Co. (Dill's Mixture) on Jan. 27 changed its program to "One Night Stand," featuring Pick Padgett and Pat Malone, comedians, Saturdays, 6:45-7:15 p. m. on NBC-WEAF; Bristol-Myers on Feb. 14 replaces Frank Black's orchestra with Lennie Hayton's band on "Ipana Troubadours" program.

B. T. BABBITT Co., New York (cleansers), on Feb. 18 starts William Wirges orchestra, Mary Small and guest stars on 15 NBC-WEAF stations, Sundays 1-1:30 p. m. Agency: Peck Advertising Agency, New York.

TASTYEAST, Inc., Trenton, N. J. on Feb. 5 renews "Baby Rose Marie" on 8 NBC-WJZ stations, Mondays, 7:15-7:30 p. m. Agency: Stock-Goble Advertising Agency, N. Y.

Australian Broadcaster Studying Nets in U. S.

A. E. BENNETT, managing director of 2GB, Sydney, Australia, and sole sales representative in Australia and New Zealand for Radio Transcription Company of America, arrived in Los Angeles early in January for a five weeks stay. He will visit Chicago and New York before returning to the west coast. This is his first trip to the United States. Mr. Bennett will make a study of network systems with the possibility of introducing a chain to Australia radio circles in modified form. He is also making a thorough investigation in transcriptions since his station has recently added a transcription department to its program activity.

For Business Men

RECOGNIZING the importance o certain radio programs to busines men, the WALL STREET JOURNA has instituted a new department i its columns titled "For Busines Men Who Listen In." Typical listings include network programs having to do with economic and publi affairs.

WKBV, recently authorized by the Radio Commission to move from Connorsville to Richmond, Ind., was licensed by the Commission Jan. 16 to operate at its new location.

CKLW
THE INTERNATIONAL STATION

presents

THE AUTO SHOW OF THE AIR

Tune to CKLW—relax in your chair—and behold! . . . a veritable automobile show comes right into your home. CKLW is proud to have been selected by the makers of such outstanding motor cars as Ford, Buick, Pontiac, Chrysler, Plymouth and Dodge—to broadcast their advertising messages and enjoyable entertainment to the thousands of listeners in this territory.

Member
COLUMBIA
Basic Network

CKLW
THE INTERNATIONAL STATION

5,000 Watts
840 Kc.
In the Center
of the Dial

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

PROSPECTS

ACCOUNTS which have previously used radio and which are making up lists during February and March are reported by the *National Directory of Advertising* as follows:

Delatone Co., Chicago (depilatory cream and powder).

Mama Cookie Bakeries, Inc., Chicago (cookies and malted milk dessert).

The Western Co., Chicago (Dr. West's toothpaste, tooth brush, powder puffs and hair nets).

Beaver Valley Milling Co., Des Moines (flour and cereal products).

Globe Tanning Co., Des Moines (fur garments).

Worth Mor Feed Mills, Sioux City, Ia. (commercial feed).

The Stieff Co., Baltimore (sterling silverware).

John K. Alexander, E. Bridgewater, Mass. (nursery).

Converse Rubber Co., Malden, Mass. (rubber and canvas footwear).

Enggass Jewelry Co., Detroit (jewelry).

Iodent Chemical Co., Detroit (toothpaste and brushes).

McQuay, Inc., Minneapolis (radiators and refrigerator coils).

Northern Pacific Railway, St. Paul.

Monarch Metal Weather Strip Corp., St. Louis (weather strip, casement hardware).

The Wheatena Corp., Rahway, N. J. (breakfast food).

Hecker H-O Co., Buffalo, N. Y. (flour and cereals).

Blackstone Mfg. Co., Jamestown, N. Y. (washing machines).

Carbola Chemical Co., Natural Bridge, N. Y. (disinfecting paint, powder).

Comet Rice Co., New York City.

Duffield & Green, New York (publishers).

General Baking Co., New York (bread and cakes).

Inecto, Inc., New York (hair coloring).

National Dairy Products Corp., New York.

U. S. Industrial Alcohol Co., New York City.

Wm. R. Warner & Co., New York (proprietary medicines).

Smith Brothers, Inc., Poughkeepsie, N. Y. (cough drops and syrup).

Gas-Gard Co., Rochester, N. Y. (heat control).

Philco Radio & Television Corp., Philadelphia.

Norfolk Ass'n of Commerce, Norfolk, Va.

Albers Bros. Milling Co., Seattle, Wash. (flour, feeds, cereals, etc.).

Blatz Brewing Co., Milwaukee (beer, beverages, malt syrup).

ACCOUNTS which have used radio and which are currently reported by the *National Directory of Advertisers* to be making up lists monthly are as follows:

Renton Co., Ltd., Pasadena, Cal. (Hydrocin tablets).

California Brewing Ass'n, San Francisco (beverages and cereal products).

F. L. Klein Noodle Co., Chicago (noodles, potato chips and pretzels).

Kraft-Phenix Cheese Corp., Chicago (cheese, Miracle Whip salad dressing, malted milk).

Moody Bible Institute, Chicago (Bible study by mail).

Shotwell Mfg. Co., Chicago (marshmallows, candy bars).

United Remedies, Inc., Chicago (proprietary medicines).

The Walgreen Co., Chicago (chain drug stores).

Studebaker Sales Corp., South Bend, Ind. (autos).

Pompeian Olive Oil Co., Baltimore (olive oil and mayonnaise).

World Radio Corp., Boston.

Dempster Mill Mfg. Co., Beatrice, Neb. (farm machinery).

American Tobacco Co., New York (tobacco and cigarettes).

Funk & Wagnalls Co., New York (publishers).

Beltzhoover Electric Co., Cincinnati (electric light fixtures, appliances).

Continental Oil Co., Ponca City, Okla.

Dr. David Jayne & Son, Inc., Philadelphia (proprietary medicine).

International Correspondence Schools, Scranton, Pa.

Northwest Electric Co., Pukwana, S. D. (auto accessories).

Herb Juice-Penol Co., Danville, Va. (proprietary medicine).

Nash Motors Co., Kenosha, Wis. (autos).

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Barley's, Inc., Reading Pa. (Sunshine beer).

Fenley's Model Dairy, Chicago.

Gillette Rubber Co., Eau Claire, Wis. (Gillette tires).

Hansen's Laboratories, Inc., Chr., Little Falls, N. Y. (Junket and cheese).

Iokelp Co., San Diego, Cal. (Iokelp).

Oxydol Co., Chicago (Oxydol).

STANDARD RADIO ADVERTISING Co., Hollywood transcription producers, has recorded a 26-program series with the King's Men, KFWB male quartet, which has been sold to various stations for sustaining or commercial spots.

UNIVERSAL TRANSCRIPTION FEATURES, Hollywood, in January recorded a series of 10 programs by a native Mexican orchestra and soloists. Series may be extended at a later date. Technical work was done at sound studios of Lyle E. Willey in Hollywood.

BILLY WAYNE and Ann Linn, Los Angeles writers, have collaborated to write "Famous Fakes of History" in script form for Radio Productions, Inc., Los Angeles producers. Series will deal with such characters as Ponzi, Dr. Cooke and others. It will be available for station release.

HOWARD B. DRISCOLL, formerly publishers' representative of the Associated Farm Papers. has joined George H. Field, Inc., eastern representative of the Radio Transcription Co. of America, in an executive sales capacity. Mr. Driscoll was with the original Donahue & Coe agency serving financial advertisers, and for some years was associated with Frank Irving Fletcher. now president of Fletcher & Ellis agency.

NEW BUSINESS being currently placed by World Broadcasting System includes the following accounts:

Sterling Products, Inc., New York (Bayer Aspirin), 13 weekly half hour transcription programs, "Lavender and Old Lace," on 30 stations starting Feb. 4, thru Blackett-Sample-Hummert, New York.

R. L. Watkins Co., New York (Dr. Lyons tooth powder), 13 weekly half hour transcriptions, "Manhattan Merry Go Round," starring Tamara, on 20 stations starting Feb. 4, thru Blackett-Sample-Hummert, New York.

Bristol-Myers Co., New York (Ingram's Milkweed Cream), renewal of thirteen 15-minute transcriptions, "Through the Hollywood Looking Glass with Frances Ingram," on 16 stations, starting Jan. 29, thru Thompson-Koch, Cincinnati.

Gillette Safety Razor Co., Boston, has added 32 stations to its present list of 68 for dramatizations on 1-minute transcriptions, thru Ruthrauff & Ryan, New York.

8 STUDIOS IN OUR NEW LAYOUT

to facilitate constantly increasing business . . . . . .

Recently celebrated our TENTH Anniversary—

One of the oldest radio stations—

One of the very first Columbia stations—

TEN YEARS of Progress—every year bigger and better than ever!

NOW in our new quarters in the Chamber of Commerce Building with an ideal EIGHT-STUDIO lay-out to take care of a steady, healthy growth of business.

"This is the Columbia Broadcasting System"
and

WJAS
PITTSBURGH

2500 Watts Daytime *1000 Watts Night*

What Price Coverage?

That's the question every agency must answer—when placing his clients' advertising in a highly competitive market.

WSPD
TOLEDO

The one and only Broadcasting Station in Northwestern Ohio

Answers This Question For You

Just compare our rates with the number of buying listeners in this rich territory served exclusively by WSPD

FACTS SPEAK LOUDER THAN WORDS

Here's Proof!

Programs for 19 local accounts using 68 quarter-hours weekly.

30 Columbia Network accounts using 98 quarter-hours weekly.

15 agency spot announcement accounts and 85 local spot announcement accounts using a total of 720 announcements weekly.

We make no "distance claims" but past performances prove results in the area we serve.

WSPD

Basic Station
Columbia
Broadcasting
System

Represented by
J. H. McGillvra
Room 1703-485 Madison Ave.
New York City

Myron A. Reck
Room A-1808,
175 W. Jackson Blvd.,
Chicago, Ill.

XUM

CUT THIS OUT

COUPON

BROADCASTING
National Press Bldg.
WASHINGTON, D. C.

I want to read my own copy of BROADCASTING. Please enter my subscription for one year at $3.00.

Add $1 for Canadian and Foreign Subscriptions

Name ....

Address ....

☐ Check   Bill me ☐

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING
WASHINGTON, D. C.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

PAUL F. STACY, for 13 years with the New York office of N. W. Ayer & Son, and its first radio director, has joined the New York office of Castle Films in the RCA Building. Mr. Stacy until recently was head of Ayer's motion picture department. While handling radio for that agency he originated and directed the Eveready Hour.

ERIK BARNOUW, account executive with the New York office of Erwin, Wasey & Co., in January went to KHJ, Los Angeles, in connection with production of the H-O Rangers' program which originates at KHJ for the Don Lee-CBS network.

HOWARD DRISCOL, until recently account executive of Donahue & Coe, New York, is now in an executive sales position with George H. Field, Inc., New York, eastern representative of Radio Transcription Company of America.

FARON JAY MOSS, Inc., Long Beach, Cal., agency, has opened offices at 6411 Hollywood Boulevard, Hollywood, in charge of Tom Bloom, formerly with the New York office of Lord & Thomas. The firm has a radio division with several broadcast accounts, the majority of which are health food and medical supplies.

DUANE JONES, at one time manager of Lord & Thomas Los Angeles office and a former vice president of that agency, has been elected vice president of Benton & Bowles, New York, and will handle the Colgate-Palmolive-Peet Co. products, including Palmolive Soap and Super-Suds, which will be advertised through Benton & Bowles.

WALTER EARNSHAW, vice president of Earnshaw-Young, Inc., Los Angeles, left for the east Feb. 1. He will make several stops on the way to Chicago, and upon arriving at that point will decide whether or not to continue on to New York.

C. F. WILLIAM BAMBERG, formerly with WHK, Cleveland, has joined the Campbell-Sanford Advertising Co., Cleveland, as radio executive. Vick Knight has also joined the agency staff as specialist in production and merchandising.

HOWARD ROCKEY, formerly with World Broadcasting System as publicity director and before that with Lord & Thomas, has joined the production staff of Grey Advertising Service, New York.

JACK KIEFER, who resigned as manager of KMPC, Beverly Hills, Cal., the middle of January, will direct a national radio advertising campaign for the MacMillan Petroleum Corp., Los Angeles, which also owns the station.

PAUL H. RAYMER, New York station representative, has been appointed to represent WGST, Atlanta, according to an announcement by Green B. Adair, manager.

CORNELIUS C. WEED, formerly with the radio department of Lord & Thomas, New York, has joined WBNX, New York, in a sales capacity.

FINIS FARR, formerly with NBC, has joined William Esty & Co., New York, as a radio writer.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

CHARTERED under Missouri laws, Associated Broadcasting Co., Kansas City, announces a change in name to Associated Broadcasting Corp. It will continue as radio station representatives and as sales agents in the Kansas City territory for Titan Productions, transcriptions. Henry H. Pattee, secretary-treasurer, reports the company has been appointed to represent the Southwest Network and KFDM, Beaumont, Tex., and KUOA, Fayetteville, Ark., in Kansas City.

BRISTOL-MYERS Co., New York (drugs and toiletries) has taken over the Minit-Rub Co., St. Louis, and has appointed J. M. Mathes, Inc., New York, to handle its national advertising. Both firms are large users of radio time, the latter having conducted several spot campaigns.

W. H. CARTWRIGHT, formerly assistant radio manager of the McJunkin Advertising Agency, is now associated with William G. Rambeau, station representative, Chicago.

A. J. WHITE, Ltd., New York (Laxol and other drug products) has renewed with Broadcasting Abroad, Ltd., 119 W. 57th St., New York, for a second series of 13 weekly quarter hour broadcasts over LR-5, Radio Excelsior, Buenos Aires, Argentina.

COLGATE-PALMOLIVE-PEET Co., Chicago, will shortly move its executive offices, including sales and advertising departments, to the Colgate-Palmolive-Peet Bldg., Jersey City, N. J.

MINARD Co., Framington, Mass. (Minard's Liniment, etc.) has appointed Monroe F. Dreher, Inc., Newark agency, to handle its advertising.

NACOR MEDICINE Co., Indianapolis (Nacor Asthma and Bronchitis Remedy), has placed its advertising account with Neisser-Meyerhoff, Inc., Milwaukee.

PARK & POLLARD Co., Buffalo (animal and poultry feed), has appointed Campbell-Sanford Advertising Co., Cleveland, to handle its advertising. Radio with other media will be used.

THE AYER Co., Lowell, Mass. (Cherry Pectoral and Ayer's Sarsparilla) has appointed Hanff-Metzger, New York, to handle its advertising.

ADOLPH GOBEL, Inc., New York (meat packer) has appointed J. P. Muller & Co., New York, to handle its advertising.

NOKITER PHARMACAL Co., Pasadena, Cal. (Nok-Ka-Tar proprietary) has appointed Bogardus Advertising Agency, Altedena, Cal., to handle its advertising.

PHILIP R. PARK, Inc., Chicago (Parkelp plant leaf for humans and Manamar animal food) has appointed Campbell-Sanford Co., Chicago, to handle its advertising. Account executive is Fred A. Koenig.

PORTO RICAN-AMERICAN TOBACCO Co., Newark (cigars) has appointed H. W. Kastor & Sons Co., New York, to handle its advertising.

HOTEL PICCADILLY, New York, has appointed Thomas H. Reese & Co., New York, to handle its advertising. Radio with other media will be used.

AMERICAN SOUTH AFRICAN LINE, Inc., New York (transportation) has placed its advertising account with Frank Presbrey Co., Inc., New York.

WAVERLY OIL WORKS Co., Pittsburgh, will use radio with magazines and other media in a campaign to be handled by Carlson & Symons, Pittsburgh agency.

DEWITT HAGAR, Los Angeles radio broker, has taken offices at 304 Spreckels Building.

ASSOCIATED BROADCASTING Corp., Kansas City, has been appointed to represent KGFW, Kearney, Neb.

The Other Fellow's Viewpoint

Ayer Corrects Us

To the Editor of BROADCASTING:

In your issue of Jan. 15 on page 6, you carried a note about the Ford dealer program on the Columbia Broadcasting System.

In this note, you say that this is the first radio campaign to be sponsored by the parent company instead of by groups of dealers. This is a mistake.

The sponsors of this program, which includes two half-hours weekly on the Columbia System and features Fred Waring and his Pennsylvanians as guest artists, are the associated Ford dealers of the United States, and not the Ford Motor Co.

PAUL L. LEWIS,
Vice President,
N. W. Ayer & Son, Inc.,
Philadelphia, Pa.

Jan. 22, 1934.

97% of Radio Receivers Held in Working Order By Nation-Wide Survey

UNITED STATES radio listeners take good care of their receivers, according to a nation-wide survey conducted by Dr. Daniel Starch & Staff, Cambridge, Mass. Some 14,000 set owners in 68 cities were interviewed and asked the question, "Is your set in working order?" An average of 97 percent answered affirmatively.

In cities with populations of more than 250,000, the percentage was 97.2, in cities between 25,000 and 250,000 it was 96.6 and in cities under 25,000 the percentage dropped to 96.2.

A similar slight decline was shown in a comparison of income groups. The sets of the income class above $10,000 were 98.9 percent in working order; from $5,000 to $10,000, the percentage was 98.8; from $3,000 to $5,000, it was 97; from $2,000 to $3,000, it was 97.6; from $1,000 to $2,000, it was 96, and under $1,000 it was 94.5.

The figures are in close agreement with results of a survey conducted by the Psychological Corporation, which in 43 cities in December, 1932, found that 96 percent of the radios were in working order.

Bible Students Protest

THOUSANDS of protests against alleged attempts to influence the Radio Commission to prevent the broadcasting of programs by the International Bible Students, featuring the Judge Rutherford talks, were presented in the House Jan. 24 by a score of Congressmen from various sections of the country. Among other things, the petitions charged that NBC, CBS, the "Roman Catholic hierarchy," and others "have wrongfully by threats, coercion and other improper influence prevented many stations from broadcasting this message of truth. * * *." The petitions were referred to the House Merchant Marine, Radio and Fisheries Committee. Signatures were procured, for the most part, by door to door canvass.

XUM

STUDIO NOTES

ONE OF New England's most popular radio serials of two years ago, the "Mr. and Mrs." sketch of intimate family life, has been dusted off and regenerated according to 1934 modes. Under sponsorship of Boston Emergency Campaign of 1934, "Mr. and Mrs." returned to WBZ and WBZA, Boston-Springfield. Walter E. Myers, NBC's New England representative, and Miss Gertrude Lamothe are the original "Mr. and Mrs." who played in the sketch over WEEI and WBZ-WBZA. The script was written by Ralph Rogers.

"PHILCO PHIL" is the name used by an unidentified singer who has been singing over WBT, Charlotte, N. C., for the last two years. His program is now sponsored by A. K. Sutton, Inc., southern distributors of Philco radios.

ANSWERS to questions from listeners and gossip comprise "Keeping Up With Radio," a weekly feature on WWNC, Asheville, N. C. The period serves three purposes, according to station officials. It is a convenient way to answer questions, it is a mail builder and it presents a medium for explaining radio facts that are puzzling to listeners.

THE "COUNTRY Church of Hollywood," with programs over KFAC, Los Angeles, has leased the historic Bartlett home in Hollywood and proposes to renovate the spot and use a remote to the station for daily broadcasts. W. B. Hogg, minister of the radio pulpit, expects to erect a typical southern village and church on the premises with a background of a creek, waterfall and old-time mill. Project calls for an immense brush arbor and open-air auditorium to seat 2,000 people.

MUSIC of the Walt Disney Silly Symphonies will get an air premiere three weeks in advance of release on the screen. They will be a part of the Raymond Paige California Melodies program Tuesday nights from KHJ, Los Angeles, to the CBS network.

CBS has arranged an exclusive broadcast of the world premiere of Gertrude Stein's new opera, "Four Saints in Three Acts," from the Wadsworth Athenaeum in Hartford, Conn., Feb. 8. A definite hour for the broadcast has not yet been set, but it will be carried by an extensive network.

KQW, San Jose, Calif., which claims to be the oldest broadcasting station in the world, on Jan. 15, observed its 26th birthday. The station stayed on the air for 24 hours with a special series of anniversary programs, including a 90-minute period that featured outstanding artists of all other Bay district stations. Dr. Charles H. Herrold, inventor and builder of KQW, told listeners how he started the station.

KMTR, Hollywood, tested its new short wave portable outfit in January preparatory to going on the air Feb. 1. Call letters will be KHQ on 2342 meters, 200 watts. The transmitter will be used to broadcast winter ice carnivals, golf tournaments, horse races and other outdoor events in the southwest.

SPONSORED by General Baking Co., New York, the "Children's Radio Playhouse" on Jan. 2 started a new 13-week series featuring "Mrs. Sandman and Jimmie" on WCAO, Baltimore, account being placed by Shepperson & Stephens, Richmond, Va.

WTIC, Hartford, on Feb. 9 will celebrate its ninth anniversary. James F. Clancy, business manager, has arranged with the International DX Club to notify its members in Europe and South America that it will be on the air that night from 11 p. m. to 3 a. m. with a special program dedicated to DX fans.

THE CHANDU serial, staged in the studio at KNX, Hollywood, for California sponsors, and elsewhere on transcriptions, was discontinued late in January as a studio feature, but will continue elsewhere on transcriptions. Entire cast is scheduled to leave the west coast soon for New York to start a CBS series on March 17, the name of the sponsor being still unannounced.

WWNC, Asheville, N. C., has completely remodeled its "Skyland Studio" on the top of the Flatiron Building. Complete renovations and sound treatment were planned and executed by R. H. Mackelfresh and C. B. Hoskins, program director and chief engineer, respectively.

DR. HERMAN S. HETTINGER, of the Wharton School of Finance, University of Pennsylvania, was guest speaker before the radio advertising section of the New York Advertising Club Jan. 24. His subject was "Future Trends in Radio as Developed by Past Usage." He was introduced by Walter J. Neff, WOR, director of the radio section.

Department Stores

(*Continued from page* 11)

ferent and play recordings or have musical numbers with long-winded commercials between each number. The radio program peters out; the salesman may know why, but he won't come right out and say why because he's afraid that if they ever go back to radio to try it again they might go to rival station PDQ. Now, I maintain that you can be just as bad on one station as on another and a good program is good as far as any station can broadcast it. Why not dope out a rousing good campaign first, and shop for radio time after that's done?

There's one consolation for local programs; the music on the big chain broadcasts is usually so good you can't hope to equal it; and in nine cases out of ten the blah that goes with it is so bad you can't be worse!

Technicians' Own Organ

THE NEW OFFICIAL organ of the Association of Technical Employes of NBC, the *A-T-E Journal*, will make its first appearance in mimeograph form Feb. 1. To be published thereafter as a quarterly, the first printed issue is scheduled for appearance April 1. The magazine, devoted to the technical, social and educational interests of NBC technicians, will be published in Washington, with Phil I. Merryman, of the NBC Washington staff, as editor-in-chief, and K. B. Williams, also of Washington, as business manager.

WHY GUESS ABOUT THE AUDIENCE

To obtain maximum advertising results from radio broadcasting expenditures it is essential to know the audience—the actual number of radio homes listening to programs and stations.

With such information, furnished by us, one advertiser made changes which more than doubled the audience of his program. In another case our figures showed a station it had lost more than 25% of its morning listeners. Proper changes remedied this condition.

Why be in doubt when, for a small cost, you may have the facts? Why guess about the audience when

THE SOBY YARDSTICK OF AUDIENCE VALUE

will provide accurate, impartial and comparable data about the size and location of the audience of radio programs and stations.

Repeat orders from nationally known advertisers and stations attest the worth and reliability of the radio audience figures we furnished them.

BENJAMIN SOBY & ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Penna.

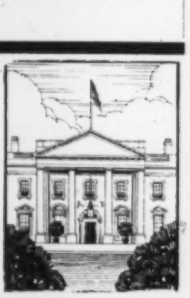
Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE

Opposite the White House



BOUND

to increase the utility of BROADCASTING.

A black leatherette binder designed to hold 24 issues (one year's copies) of BROADCASTING.

If you systematically save each copy in this binder, you will have an easy chronological reference to all the developments occurring in the broadcasting field, particularly in the business of broadcasting—a complete and authentic report.

Price $3.00 Postpaid

BROADCASTING
Broadcast Advertising

National Press Bldg. Washington, D. C.

XUM

ACTIONS OF THE FEDERAL RADIO COMMISSION

JANUARY 15 TO JANUARY 31 INCLUSIVE

Applications . . .

JANUARY 16

NEW, Unity School of Christianity, Kansas City, Mo.—CP for new experimental broadcast station; 1530 kc., 1000 w.

JANUARY 17

WBAL, Baltimore—Extension of special experimental authorization to synchronize with WJZ on 760 kc., 2½ kw., when WTIC operates on 1060 kc. until 8-1-34.

WKAR, East Lansing, Mich.—Modification of license to change specified hours, D. to unlimited time and change power from 1 kw., D., to 1 kw., D., 500 w., night.

WLBW, Erie, Pa.—Modification of license to increase power from 500 w., night, 1 kw. to LS to 1 kw. and move studio locally; resubmitted and amended correctly.

WCAE, Pittsburgh—Modification of CP for extension of completion date to 3-1-34.

WGBI, Scranton, Pa.—Special experimental authorization to operate with 500 w. until 3-1-34.

KGKB, Tyler, Tex.—License to cover CP to move studio and transmitter locally and make slight changes in equipment.

WMBR, Jacksonville, Fla.—License to cover CP to move studio and transmitter from Tampa to Jacksonville, Fla.

NEW, Voice of Longview, Longview, Tex.—CP to operate on 1370 kc., 100 w., unlimited time; amended to operate D.

WSBC, Chicago—CP to make changes in equipment.

Applications returned to applicants: WOAI, San Antonio—Modification of license and change name of licensee to Southland Industries, Inc.; KGMB, Honolulu, T. H.—CP to make changes in equipment and change transmitter location; NEW, Ark-La-Tex Radio Corp., Tuscaloosa, Ala.—CP to operate on 1290 kc., 250 w., unlimited time (facilities of WAML); WSOC, Charlotte, N. C.—CP to install new equipment and increase D. power from 100 w., to 250 w.; WHAD, Milwaukee—Modification of license to change studio location, change frequency from 1120 kc. to 580 kc., to increase power from 250 w. to 500 w. and change specified hours; WCBS, Springfield, Ill.—CP to increase D. power to 250 w., LS, 100 w. night, and install new equipment.

JANUARY 18

WJZ, New York—Extension of special experimental authorization which expires 2-1-34 to use 50 kw. for next six months.

WHN, New York—Authorization to determine operating power by direct measurement of antenna power.

KLCN, Blytheville, Ark.—License to cover CP to change transmitter and studio locally, equipment and increase power.

WPFB, Hattiesburg, Miss.—Modification of license to change hours of operation from unlimtied to specified hours; resubmitted and amended re hours of operation.

WJEM, Tupelo, Miss.—Modification of CP to extend date of commencement to 2-1-34 and date of completion to 5-1-34.

WIL, St. Louis—CP to install new equipment.

WTMJ, Milwaukee—Special experimental authorization to increase power from 1 kw., night and 2½ kw., LS to 5 kw. experimentally; resubmitted on proper form.

WBBM, Chicago—Special experimental authorization to operate 3/7 time night synchronized with KFAB experimentally during period from 2-1-34 to 9-1-34.

KFAB, Lincoln, Neb.—Special experimental authorization to operate 3/7 time night synchronized with WBBM experimentally for period from 2-1-34 to 9-1-34.

JANUARY 20

NEW, John V. L. Hogan, Long Island City, N. Y.—CP for new experimental broadcast station, 1550 kc., 1 kw. Time of operation: variable, such part of the full 24-hour day as is necessary for conduct of the planned research.

NEW, L. M. Kennett, Indianapolis, Ind.—CP for new experimental broadcast station, 1530 kc., 1 kw. Time of operation: unlimited time.

NEW, Fred W. Christian, Jr., and Raleigh W. Whiston, Norco, Cal.—CP for new experimental broadcast station, 1570 kc., 1 kw. Time of operation: unlimited. Propose to operate minimum of 10 hours daily, 2 p. m. until midnight and in early morning hours.

JANUARY 21

NEW, S. George Webb, Newport, R. I.—CP to operate on 1390 kc., 250 w., unlimited time; amended to request 930 kc.

WHAS, Louisville, Ky.—License to cover CP to make changes in equipment and increase power from 25 kw. to 50 kw.

KTUL, Tulsa, Okla.—License to cover CP and modifications to change studio and transmitter locations and to change equipment.

WOAI, San Antonio, Tex.—Modification of license to change name to Southland Industries, Inc.

WISN, Milwaukee —Modification of license to increase day power from 250 w. to 500 w., LS, 250 w., night, specified hours; amended to request unlimited time (facilities of WHAD).

JANUARY 25

WMAS, Springfield, Mass.—License to cover CP to increase power and make changes in equipment.

NEW, American Radio Productions, New York—Request for CP to operate on 1400 kc., use power of 500 w., unlimited time (facilities of WBBC, WLTH, WARD and WVFW).

WTAG, Worcester, Mass.—CP to move transmitter from 52 Front St., to 20 Franklin St., Worcester.

WGY, Schenectady—Authority to determine power by direct antenna measurement.

NEW, Western Pennsylvania Broadcasting Co., Greensburg, Pa.—CP to operate on 620 kc., 250 w. power, D.; amended to request 800 kc.

WSAI, Cincinnati—Extension of special experimental authorization for 90 days to use 1 kw. night, 2½ kw., LS, unlimited time, using special directional array.

WHAD, Milwaukee—Special experimental authority to operate on 580 kc., 1 kw. power, unlimited time, change transmitter site and install new equipment, limiting energy in the direction of stations on same frequency, for period ending 4-1-34.

Applications returned to the applicant: NEW, Mayland Broadcasting Co., Spruce Pine, N. C.—CP to operate on 900 kc., 100 w. power, unlimited or D.; NEW, Boy Scouts of America, Troop No. 131, Bronx, New York—CP to operate on 1350 kc., 250 w., share time with WBNX.

JANUARY 27

WOKO, Albany, N. Y.—Extension of special experimental authorization to operate unlimited time and simultaneous operation on 1430 kc. with WHP, WFEA, WCAH and WHEC for 90 days.

WHEC, Rochester, N. Y.—Extension of special experimental authorization for simultaneous operation on 1430 kc. with WOKO, WHP, WCAH and WFEA.

WKOK, Sunbury, Pa.—Consent to involuntary assignment of license to Charles L. Kremer, receiver for Sunbury Broadcasting Corp., and Chas. S. Blue and Horace C. Blue as affects their respective interests in WKOK.

WHP, Harrisburg, Pa.—Extension of special experimental authorization for simultaneous operation with WCAH, WFEA, WOKO, WHEC for period ending 5-1-34.

WCAH, Columbus, O.—Extension of special experimental authorization for simultaneous operation with WHP, WOKO, WHEC and WFEA for 90 days.

WGES, Chicago—Modification of license to change operation to unlimited time and increase power to 1 kw. (facilities of WCBD); amended to request power of 1 kw., LS, 500 w., night.

WJDX, Jackson, Miss.—CP to increase power to LS from 1 kw. to 2½ kw., and change equipment.

WKBC, Birmingham, Ala.—Modification of CP to change frequency to 590 kc., increase power to 1 kw. and install new equipment.

WIBA, Madison, Wis.—Special experimental authorization to operate with additional power of 500 w., night for period ending 4-1-34.

Applications returned: WBBX, New Orleans—Modification of license requesting unlimited time (facilities of WJBW); KARK, Little Rock, Ark.—Request to change transmitter site locally; NEW, Victor Beverly Pitts, Raton, N. Mex.—Request for CP to operate on 1500 kc., 100 w., D.; amended to change transmitter and studio sites locally.

JANUARY 29

WAGM, Presque Isle, Me.—License to cover CP granted 12-8-33 to move transmitter locally and make changes in equipment.

WIBM, Jackson, Mich.—CP for new equipment and move locally. Amended re equipment changes.

WCAE, Pittsburgh—CP to change auxiliary transmitter site from Pittsburgh to Baldwin Township, Pa.

NEW, E. L. Landsberg and K. V. Martin, Las Vegas, Nev.—Request for CP for new station on 1420 kc., 100 w., unlimited time (facilities of KGIX).

KVI, Tacoma, Wash.—Authority to determine power by direct antenna measurement.

Decisions . . .

JANUARY 16

WGBI, Scranton, Pa.—Granted special experimental authority to March 1 to use 250 w. power experimentally in addition to regular assignment of 250 w.

WTAG, Worcester, Mass.—Granted CP to make changes in equipment of auxiliary transmitter and to increase the power of auxiliary transmitter from 100 to 250 w.

WHET, Dothan, Ala.—Granted license covering move of station and changing frequency 1370 kc. to 100 w., D.; specified hours on Sunday.

WKBV, Richmond, Ind.—Granted license covering changes in equipment and moving station from Connersville to Richmond, Ind.; 1500 kc., 100 w., specified hours.

WCBS, Springfield, Ill.—Granted license covering local move of transmitter.

KIDO, Boise, Idaho—Granted license covering changes in equipment; 1350 kc., 7 kw., unlimited time.

WCNW, Brooklyn, N. Y.—Granted modification of CP extending completion date to Feb. 1.

KWFV, Hilo, Hawaii—Granted modification of CP to move station from Haili Tract, Hilo, to Waiakea, T. H., make changes in equipment and extend commencement date to Mar. 1 and completion date to July 1.

WWVA, Wheeling, W. Va.—Granted modification of license to change hours of operation from sharing with WOWO to simultaneous D. operation with WOWO, sharing with WOWO at night.

WOWO, Ft. Wayne, Ind.—Granted modification of license to change hours of operation from sharing with WWVA to simultaneous D. operation with WWVA, sharing with WWVA at night.

KRKD, Los Angeles—Granted modification of license to use auxiliary transmitter of KFSG as the auxiliary transmitter of KRKD.

WCOC, Meridian, Miss.—Granted special authority to operate specified hours until Feb. 15.

WBBZ, Ponca City, Okla.—Granted special authority to operate until April 1.

KGHF, Pueblo, Col.—Granted consent to voluntary assignment of license to Curtis P. Ritchie.

WJJD, Mooseheart, Ill.—Granted modification of license to move studio from Mooseheart to 201 N. Wells St., Chicago.

WJAG, Norfolk, Neb.—Granted renewal license on a temporary basis and set application for renewal for hearing.

KWJJ, Portland, Ore.—Granted renewal of license on a temporary basis and set application for renewal for hearing.

Set for hearing: WSPA, Spartanburg, S. C.—CP to move station locally to a location to be determined, install new equipment, change frequency from 1420 to 920 kc., change power from 100 w., night, 250 w., D., to 2½ kw. and change unlimited hours of operation to D. only; NEW, N. Vernon Clark, Chester, S. C.—CP for new station, 1310 kc., 100 w., D.; KICK, Carter Lake, Ia.—CP to move station from Carter Lake to Davenport, make changes in equipment, change frequency from 1420 to 1370 kc., and change call letters to WOC if and when CP is granted; also consent to voluntary assignment of license to Palmer School of Chiropractic; KFIZ, Fond du Lac, Wis.—Modification of license to change frequency from 1420 to 1310 kc.

WGES, Chicago—Denied authority to operate unlimited time on 1360 kc. for period not over 30 days, or until such time as the now unused 4/7 time on this frequency is disposed of.

WMBD, Peoria, Ill. (Ex. Rep. 493)—Granted modification of license permitting full time operation on 1440 kc., 500 w. power; reversing Examiner Walker.

WTAD, Quincy, Ill.—Denied application for renewal of license to operate on 1440 kc., part time, 500 w. power; also denied application for CP to move station to E. St. Louis, Ill., sustaining in part Examiner Walker.

WPRO, Providence, R. I. (Ex. Rep. 506)—Granted special experimental authorization to install a new 250 w. transmitter to be used with a special antenna designed to control or suppress radiations in certain direction, subject to certain conditions, sustaining Examiner Hill.

WGNY, Chester Township, N. Y. (Ex. Rep. 525)—granted modification of license authorizing the operation of WGNY with an equal division of time with WJBI, WFAS and WGBB, sustaining Examiner Hill.

The Commission dismissed the following applications at the request of applicants: NEW, Voice of Southwestern Pa., Inc., Silverhaven, Pa.—CP 800 kc., 1 kw., sunset Dallas, Tex.; WTRC, Elkhart, Ind.—Modification of license 1310 kc., 50 w., 100 w., LS for simultaneous operation night with WLBC; NEW, Leo M. and Jno. A. Carraras, W. Philadelphia, Pa.—CP 484, 500 kc., 3 kw.

JANUARY 19

WMT, Waterloo, Ia.—Granted modification of license to increase D. power from 500 w. to 1 kw.

WBRC, Birmingham, Ala.—Granted consent to voluntary assignment of license to Birmingham Broadcasting Co., Inc.; also CP to make changes in equipment.

WDGY, Minneapolis—Granted license covering transmitter move within building.

KWTO (formerly KGIZ), Springfield, Mo.—Granted license covering move of station from Grant City to Springfield, Mo., change in frequency power and hours of operation; 560 kc., 500 w., D.

WHDH, Boston—Granted authority to determine operating power by direct measurement of antenna power.

KARK, Little Rock, Ark.—Granted modification of CP to make changes in equipment and extend commencement date from Jan. 1 and completion date to Mar. 1.

WSAZ, Huntington, W. Va.—Granted extension of special experimental authority to use 500 w. power experimentally in addition to regular power of 500 w. until Aug. 1.

WCFL, Chicago—Granted extension of special experimental authority to operate unlimited time until Aug. 1.

KVOR, Colorado Springs, Col.—Granted permission to operate to Feb. 1, without approved frequency monitor, while making repairs.

WSUI, Iowa City, Ia.—Granted special temporary authority to operate from 10 p. m. to 12 midnight, CST, on Feb. 2 and 16.

KSOO, Sioux Falls, S. D.—Granted special temporary authority to continue operating daily until 6:30 p. m., CST, and on Sunday nights beginning at 9:30 p. m., CST, with reduction of power to 1 kw.

WWL, New Orleans—Granted temporary license subject to such action as the Commission may take on the pending application for renewal, which was set for hearing.

Set for hearing: WKZO, Kalamazoo, Mich.—Special experimental authority to operate with 500 w., experiment from sunset at Kalamazoo to 12 midnight. (Licensed to operate 1 kw., D. only.)

Oral argument before the Commission en banc, changed from Jan. 24 to Feb. 21, on Examiner's Report No. 531 (application of WEVD to increase power from 500 w. to 1 kw.).

WIAS, Ottumwa, Ia.—Granted CP to move to Cedar Rapids, Ia., and consolidate with KWCR, giving the latter station full time on 1430 kc. The consolidated station was given an increase in night power from 100 to 250 w., and increase in day power from 250 to 500 w.

WJBK, Detroit, Mich. (Ex. Rep. 516)—Denied application for modification of license for full time operation. Station shares time with WIBM, Jackson, Mich., during night hours and operates simultaneously with WIBM in D., on 1370 kc. Examiner Walker sustained.

WIBM, Jackson, Mich.—Denied as in default application for full time operating assignment, sustaining Examiner Walker.

KMLB, Monroe, La. (Ex. Rep. 528)—Denied CP to change frequency from 1200 kc. to 590 kc., and to increase its power from 100 to 250 w. Examiner Hill sustained.

W1XG, W1XAU, Boston.—Temporary experimental telexision license and modify renewal of special experimental license granted pursuant to stay order of Court of Appeals of D. C., ordered terminated 3 a. m., EST, Feb. 1. Commission has received from Court of Appeals a receipt of a certificate of dismissal from the court of the appeals of the Shortwave and Television Corp. v. Federal Radio Commission case.

JANUARY 23

KSOO, Sioux Falls, S. D.—Granted CP to move transmitter locally and make changes in equipment.

KGIX, Las Vegas, Nev.—Granted modification of CP to extend completion date to Mar. 1.

WPTF, Raleigh, N. C.—Granted extension of special experimental authority to operate until 8 p. m., PST, not beyond Aug. 1.

WLBC, Muncie, Ind.—Granted authority to operate simultaneously with WTRC from 6:30 to 7:30 p. m., CST, on Feb. 2, 9, 10, 16, 23 and 24.

Set for hearing: KOL, Seattle—CP to move transmitter locally, install new equipment and increase day power from 1 kw. to 2½ kw. (facilities of KXA).

KICK, Carter Lake, Ia.—The Commission reconsidered and granted application for CP to move station from Carter Lake to Davenport, make changes in equipment, change frequency from 1420 to 1370 kc., and change call letters to WOC; also granted volutary assignment of license to the Palmer School of Chiropractic.

The Commission will hear oral argument on Feb. 7, on Ex. Rep. No. 524, the application of Wyoming Broadcasting Co., Cheyenne, for CP for a new station to operate on 780 kc., 500 w., night, 1 kw., LS, unlimited time.

JANUARY 26

WAVE, Louisville—Granted license covering move of station from Hopkinsville to Louisville.

KGBX, Springfield, Mo.—Granted CP to install new equipment.

WAAT, Jersey City, N. J.—Granted modification of CP to move transmitter locally in Jersey City; extend commencement and completion dates from 10-30-33 to 2-1-34 and from 2-1-34 to 5-1-34, respectively.

WJEM, Tupelo, Miss.—Granted modification of CP to extend commencement date to 2-1-34 and completion date to 5-1-34.

WOAI, San Antonia, Tex.—Granted modification of license to change name to Southland Industries, Inc.

WJZ, New York—Granted extension of special experimental authorization to operate with 50 kw. for next 6 months.

WTIC, Hartford, Conn.—Granted authority to change frequency from 1060 to 1040 kc., and operate simultaneously with KRLD, for purpose of securing evidence for hearing on Feb. 14, on applications of WBAL, KTHS, WTIC and KRLD, to make certain changes in the frequency and operate simultaneously.

WSBC, Chicago—Granted CP to make changes in equipment.

KYW, Chicago—Granted a temporary license subject to the condition that it may be cancelled by the Commission at any time without advance notice or hearing, when a regular license is granted authorizing the operation of the station at proposed location in Philadelphia.

WPG, Atlantic City, N. J.—Granted renewal of license on a temporary basis subject to such action as the Commission may take pending application for renewal.

WOWO, Ft. Wayne, Ind.—Renewal of license set for hearing and temporary license issued subject to such action as the Commission may take on pending application.

WWVA, Wheeling, W. Va.—Renewal of license set for hearing and temporary license issued subject to such action as the Commission may take on pending application.

Set for hearing: NEW, Earl Marvin Nail, Lubbock, Tex.—CP to operate on 1310 kc., 100 w., share with KFYO.

The Commission granted oral argument in re Examiner's Report No. 533, WMBG, Richmond, Va., and WPHR, Petersburg, Va., to be heard Feb. 7, at 10 a. m.

WHA, Madison, Wis.—Granted regular renewal of license, expiring on April 1, since applications for facilities of this station have been dismissed.

WLBL, Stevens Point, Wis.—Granted a regular renewal license for the period ending Mar. 1, since the application for the facilities of this station have been dismissed.

WMAQ, Chicago — Granted regular license for the period beginning Feb. 1, since the application of the Journal Co. for its facilities has been dismissed.

WGN, Chicago—Granted a regular license for the period ending Feb. 1, since the application of WIBA for this station's facilities has been dismissed.

KECA, Los Angeles (Ex. Rep. 512)—Denied modification of license to change frequency from 1430 to 780 kc., the facilities of KTM and KELW, sustaining Examiner Walker.

KFBK, Sacramento, Cal.—Denied CP to change frequency from 1310 to 1430 kc., and to increase power from 100 to 500 w., sustaining Examiner Walker.

NEW, Don Lee Broadcasting System, Redlands, Cal.—Denied CP to operate on 780 kc., 500 w., unlimited time, facilities of KTM and KELW, reversing Examiner Walker.

KTM, Los Angeles—Granted renewal of license on 780 kc., 500 w., D., 1 kw., LS, sharing with KELW, reversing Examiner Walker. Also granted authority to voluntarily assign the license to The Evening Herald Publishing Company.

KELW, Burbank, Cal.—Granted renewal of license to operate on 780 kc., 500 w., sharing time with KTM; also granted authority to assign voluntarily license to The Evening Herald Publishing Company, reversing Examiner Walker.

Applications heretofore set for hearing, dismissed at request of applicants: WLEY, Lexington, Mass.—Request to move to Lowell, Mass.; WHAT, Philadelphia, Pa.—Modified licence 1310 kc., 100 w., unlimited time if WTEL vacates 1310 kc., not to operate when WCAM is on the air; WHOM, Jersey City, N. J.—CP, 1450 kc., 250 w., 500 w., unlimited time; KFEQ, St. Joseph, Mo.—Special authority to operate daily 5 to 7 p. m., during November and December.

WPTF, Raleigh, N. C.—Granted special temporary authority to operate a 50-w. composite transmitter for purpose of making field intensity measurements in vicinity of Raleigh for two weeks from 1 to 6 a. m., EST.

JANUARY 30

WENC, Americus, Ga.—Granted authority to remain silent for 30 days pending construction.

WBBM, Chicago—Granted special experimental authority to extend authorization to operate synchronously with KFAB 3/7 night time as follows: Feb. 1 to April 29, 10 p. m. to 12 midnight, and April 29 to Aug. 1, 9 p. m. to 12 midnight. Also to operate auxiliary transmitter in the same manner. KFAB, Lincoln, Neb., granted same with WBBM, except not for auxiliary.

WHBU, Anderson, Ind.—Granted authority to remain silent during adjustment and reconstruction of station destroyed by fire, pending filing and action on formal application for CP.

WHP, Harrisburg, Pa.—Granted extension of special experimental authority expiring Feb. 1, 1934, to operate U. night, specified hours D., with WCAH, WFEA, WOKO and WHEC on 1430 kc., pending action on formal application for period ending May 1, 1934. Similar grants to WCAH, Columbus, O.; WOKO, Albany, N. Y.; and WHEC, Rochester, N. Y.

WJBK, Detroit—Granted special temporary authority to operate from 8 to 9 p. m., EST, Feb. 1, 4, 6, 8, 11, 15, 18, 22, 25 and 27 to broadcast hockey games, provided WIBM remains silent.

KGFK, Moorhead, Minn.—Granted CP to move transmitter and studio from Moorhead to Minnesota Point, Duluth.

WHBL, Sheboygan, Wis.—Granted CP to make changes in equipment from high to low level modulation.

KDKA, Pittsburgh—Granted license covering changes in equipment 980 kc., 50 kw., U.

WHAS, Louisville, Ky.—Granted license covering changes in equipment and increase in power; 820 kc., 50 kw., U.

KGKB, Tyler, Tex.—Granted license covering local move of station and changes in equipment 1500 kc., 100 w., specified hours.

WMBR, Jacksonville, Fla.—Granted license covering move of station from Tampa to Jacksonville, Fla.; 1370 kc., 100 w., U.

WCAE, Pittsburgh, Pa.—Granted modification of CP extending completion date to 3-1-34.

WPEN-WRAX, Philadelphia — Granted modification of CP to change transmitter and studio locations locally in Philadelphia; extend commencement date to 30 days from this date and completion date to June 1.

WHN, New York City—Granted authority to determine operating power by direct measurement of antenna power.

WGY, Schenectady, N. Y.—Granted authority to determine operating power by direct measurement of antenna power.

WBAL, Baltimore—Granted extension of special experimental authority to synchronize with WJZ on 760 kc., 2½ kw., when WTIC operates on 1060 until 8-1-34.

KXA, Seattle—Granted extension of special experimental authority to operate simultaneously with WJZ, from local sunset to 10 p. m., PST, using 250 w. experimentally, for period from Feb. 1 to Aug. 1.

KWKH, Shreveport, La.—Granted renewal of license on a temporary basis, pending action by the Court of Appeals in the case of WWL and Ark-La-Tex Radio Corp., requesting facilities of KWKH.

WRAX, Philadelphia—Granted renewal of license on a temporary basis subject to the condition that it may be cancelled by the Commission at any time without advance notice or hearing when a regular license is granted for the operation of this station at new location on 920 kc., and subject to such action as the Commission may take on pending applications for the frequency herein authorized to be used.

Set for hearing: WINS, New York City—Modification of licence to change hours of operation from limited to unlimited (facilities of WNYC); KRSC, Seattle—Modification of license to change hours of operation from D. only to D. and 12 midnight to 4 a. m. D.; NEW, Kansas City—CP (experimental broadcast) 1530 kc., 1 kw.; WKBZ, Ludington, Mich.—CP to move transmitter and studio to Muskegon, Mich.; NEW, Weiser, Ida.—CP, 1200 kc., 100 w. (facilities KFXD).

Ratifications: WTIC, Hartford, Conn.—Granted special temporary authority to begin operating simultaneously with KRLD Jan. 27, instead of Feb. 1, on 1040 kc., 50 kw. power during experimental period, for 15 days; WQDM, St. Albans, Vt.—Granted special temporary authority to move transmitter locally pending action on CP.

Examiner's Reports . . .

WMCA, New York, and WSYR, Syracuse—Examiner Hill recommended (Report 535; Dockets 1855 and 2094) that application of WMCA for 500 w. additional power on experimental basis be dismissed with prejudice and that WSYR be denied an increase in power from 250 to 500 w.

NEW, State Journal Co., Lansing, Mich.—Examiner Walker recommended (Report 536; Docket 2172) that application for CP on 1210 kc., 100 w., night, 250 w., LS, unlimited time, be denied.

KWEA, Shreveport, La., and NEW, Ark-La-Tex Radio Corp., Shreveport—Examiner Hill recommended (Report 538; Dockets 2218, 2210 and 2194) that application of Ark-La-Tex Radio Corp. for CP on 1210 kc., 100 w., unlimited time be denied as in default, the Commission affirm its grant of consent to voluntary assignment of license of KWEA from Hello World Broadcasting Corp. to International Broadcasting Corp., and that latter be granted a renewal of license.

Haverlin Outlines Radio News Plan

(Continued from page 7)

want to order some original material from time to time—stuff they want in a hurry on some particular topic, person or place.

"I should like it definitely understood that our launching of the wires on Jan. 12 to query the stations on their reaction to the plan of organizing an independent news service was purely a defensive move.

"The handwriting has been on the wall for some time. The publicly announced intention of news wire services to limit news to two 5-minute periods daily, after the newspapers are on the street, would leave the radio stations peddling second hand news.

"Of course we have always contended that radio news actually helps the sale of news-sheets. It whets the public's appetite for more information on certain subjects. At the most, a station could only read part of a newspaper page during a day. It is absurd to believe that people actually don't take papers merely because they can get news highlights of the day over the air.

"But, after all, radio stations would prefer to be independent and stand on their own feet. They can have their own news assembling structure. Perhaps that will prove to the gentlemen of the press that stations are not news pirates and thieves as some papers have openly charged. There is no divine right to anybody to gather news. Radio stations can do it just as well as publishers.

"Complete financial details of the plan, of course, are not available at this time. We could start the system with a skeleton organization of only 10 stations situated in strategic positions in metropolitan centers. The plan could get under way within 24 hours.

"Figuring on the basis of 30 stations with a daily wire at press rates, the cost would be around $46 a day for some 3,000 words. This would be for regular news. 'To order' stories would be extra. Stations could use the news as sustaining features or on sponsored time.

"From figures available, we believe that a news service of this type can be put on even more cheaply than a studio musicale. Certainly a news period wouldn't cost any more than a good string quartet and a vocal soloist, and in many cases much less.

"Since the wires to the 30 selected stations, queries have come in from others who have been notified by those who received the telegrams. Other inquiries have resulted from the announcement in the last issue of BROADCASTING.

"Just what the outcome will be I am not in a position to say. The whole movement started, as I have previously said, not as an offensive but as a defensive measure against the press. If the wire news services insist on their rigid restrictions against stations transmitting news gathered through them, and enough broadcasters come in with us to form a basic skeleton outline for news assembly, we could start the ball a-rolling even before this reaches print. Twenty-four hours' notice is all we need to start to function."

William E. Erskine

WILLIAM E. ERSKINE, 28, eldest son of B. G. Erskine, president of Hygrade Sylvania Corp., died recently at Buffalo, N. Y., of a heart attack. He was returning to the plant at Emporium, Pa., where since 1931 he has been assistant to his father in the lamp and radio tube business, after a business trip in the middle west. He is survived by his wife, an infant son, his parents, four brothers and a sister.

XUM

History Sells Furniture

(*Continued from page 13*)

announcements, a goodly number was sold during the week.

Cooperation with the author of the series made it possible, from time to time, to build up an episode around a single character. Whoever depicted the main part in the performance was on hand the next day at Barker Brothers to autograph photos or books.

While the sponsors have used the broadcasts largely for furniture exploitation, they have also had success in promoting other departments too. The store has a houseware department, the stock of which ranges from egg beaters to refrigerators—from 5 cents up. A household fair was staged for a week with free samples, 20 food demonstrators and displays. The fair was announced over the air and a "Coronets" picture was offered with every sale no matter how small. More than 3,000 sales were rung up, and the show was repeated the following month.

Study Clubs Formed

PERHAPS we ought to mention also that many study clubs have been formed as a result of the series. These "Coronets" clubs have been a more or less spontaneous outgrowth without any effort on the part of station, sponsors or agency. But they present tangible evidence that the public does enjoy authentic history in radio form. And the public's approval of the "Coronets" series has never been abused.

There are two announcers for the half hour—one for station calls and one for the commercials. But the commercial arrangements are only two in number (start and finish) and never exceed 200 words, often less.

Once, when fans thought the series would go off the air, some 40,000 speedily and vigorously wrote to the station in protest.

Remote Announcing

LEOPOLD STOKOWSKI has left for Santa Barbara, Cal., on vacation. On Jan. 29 he was to speak from KDB there to announce his orchestra playing via CBS from New York. Contemplated plans call for this procedure during his stay on the coast.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
AVAILABLE FOR SPONSORSHIP
"Birthday Greeters" Program
Big Result Getter
Write Roy Thompson
"Voice of the Alleghenies"

50,000 WATTS
NEAREST THE CENTER OF POPULATION
WHAS
IF YOUR ADVERTISING message is intended for the Middlewest, there is one way of insuring its reception in millions of homes in Kentucky, Indiana, Illinois, Ohio and Tennessee . . . Specify WHAS. This station, which is owned and operated by The Courier-Journal and The Louisville Times, has been a dominant factor in radio in this section since 1922 and is growing increasingly important every year.
820 KILOCYCLES
•
CLEARED CHANNEL
•
FULL TIME
•
BASIC CBS STATION
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta.

Rate Juggling is Banned

(*Continued from page 6*)

the cash discount is not shown on the rate card.

On the matter of free time, the Code Authority ruled that it is a code violation for a broadcaster to offer to or accept from any advertiser or agent any broadcasting time not specified in the contract and covered by the charges prescribed. No broadcaster or network, it is stated, may give to any advertiser extra periods, either free or at a rate less than the one specified on the rate card, nor may he give to any advertiser, either as an inducement to sign a contract or as a concealed rebate, any free announcements. However, insofar as it is the regular custom of any broadcaster or network to make advance announcements of its featured programs, such routine announcements of commercial programs shall not be deemed violations of the code.

Free Talent Barred

STATIONS may not provide program talent or material free or at less than cost, the Code Authority ruled, since this is an unfair trade practice which amounts to a rebate. Literary and musical rights, it decided, should be construed as applying only to fees or royalties charged for the performing rights to individual scripts or numbers and not to general or blanket license fees.

On the question of contracts of any character which conflicts with provisions of the code, the Code Authority said it was expected that every possible means will be taken immediately to harmonize such contracts with provisions of the codes.

Because of confusion created regarding the paragraph intended to eliminate from broadcasting lotteries, gift enterprises and similar schemes, offering prizes dependent in whole or in part upon lot or chance, the Code Authority made the following observation:

> As an aid to broadcasters and networks in the determination whether a particular program involves a lottery or similar scheme it is recommended that the following be applied: If the program involves (1) a prize, (2) a consideration and (3) a chance, such program is prohibited by paragraph (e) above. There is no difficulty in determining whether a prize is involved. The question of consideration is more complex and for the purposes of this code should be construed broadly. In other words, if a listener is required to spend any sum of money for any purpose to participate in any scheme it should be considered that the element of consideration is present. Similarly the element of chance should be construed broadly. Oftentimes an effort is made to introduce the element of skill to avoid the element of chance. There are bona fide cases in which the element of skill is involved, but the greatest care should be exercised to avoid a subterfuge. It is recommended that in any particular case involving the use of the mails all details be submitted to your local postmaster who will obtain a definite ruling on the case from the postal authorities in Washington.

In brief, other explanations of controverted provisions of the code, are as follows:

In cases where the business of operating a station is related to another kind of business for which a separate code has been provided, the broadcasting code, nevertheless, shall apply to the operation of the station, just as if it were a separate entity.

In the classification of employes under the hour and wage provisions, the kind of work in which the particular employe is engaged a greater part of the time he works in the broadcasting industry shall govern.

On part-time employes, the minimum wages specified in the code are minimum rates for the number of hours specified for a particular class of employe. If a clerk-stenographer, drawing a minimum of $15 a week for a 40 hour week, works only 30 hours, she shall receive not less than 30/40th of $15 or $11.25 for 30 hours.

Operators' Wages

MINIMUM RATES for broadcast operators and control men specified in the code are minimum rates of pay for 48 hours per week. As an example, the Code Authority explained that a local station on Nov. 1, 1933, was operating on a 40-hour basis. The minimum pay provided for technicians is $20 for a 48-hour week at such stations. An increase from 40 to 48 hours is prohibited by another provision of the code which in such a case fixes the lessor number of hours worked on Nov. 1 (40) as the maximum.

There were employed at the station three operators at $15 each and one at $30. In such cases it is permissible to pay each of the operators receiving $15 not less than 40/48th of $20 or $16.67 for 40 hours. The operator receiving $30 cannot be paid less than $30 for 40 hours because the aforementioned provision of the code provides that where a technician was paid on Nov. 1 wages in excess of the minimum, such higher wages are declared to be the minimum.

Where a broadcaster operates two classes of stations for which different minimum rates of pay are specified for broadcast operators and control men, and the programs of both stations are controlled by the same men, the minimum pay for 48 hours shall be arrived at by adding the two minimum rates for the classes of stations involved and dividing the result by two, provided this shall not operate to reduce a higher rate of pay paid on Nov. 1, 1933. This interpretation, however, does not apply to operators regularly employed at the transmitter.

Clear Channel Stations

A "CLEAR CHANNEL part-time" staton, under the code, means a "limited time" or "day time" station on a clear channel and does not include a dominant station on a clear channel which operates less than full time. Thus the minimum pay for technical men at any dominant station is $40 for a 48-hour week. The minimum pay at "limited time" and "day time" stations operating on clear channels and at unlimited time low-power regionals is $30 for 48 hours, unless on July 1, last, such stations employed not more than three operators and control men, in which case the minimum rate is $20 for 48 hours.

The terms "low-power part-time regional, local unlimited or local part-time station" include also any station operating less than full time on either a low-power regional or local channel. The minimum

XUM

pay for technical men is $20 for 48 hours.

Where a broadcaster is regularly licensed to operate one class of station and by special authorization, temporarily or experimentally, operates a different class of station for which a higher minimum rate of pay is specified for broadcast operators and control men, the higher minimum rate shall prevail.

Where two stations share time but use a common transmitter which is manned by one group of employes, the minimum rate of pay for broadcast operators shall be that provided for an unlimited time station of the class involved.

An apprentice is a person serving his first year in the radio broadcasting industry learning the technique of radio broadcasting control and transmission, provided however, that an operator holding a government license for radio broadcasting and employed at the transmitter cannot be considered as an apprentice.

Regarding the provision that salesmen working on commission only shall not be subject to minimum pay provisions, the Code Authority held that commission salesmen, whether or not they receive drawing or expense accounts shall not receive minimum pay unless this account is considered as base pay, in which case they are entitled to the minimum.

'Ladies and Gentlemen' Among WBT Word Bans

THE PHRASE "ladies and gentlemen," theme melodies and songs on sustaining broadcasts and the announcers' standby "and so" are placed on the banned list at WBT, Charlotte, N. C., in an executive order issued by William A. Schudt, Jr., manager. All other announcements are being cut to a minimum. Bands are introduced something like this: "WBT presents Jimmie Gunn and his Dixie Serenaders, playing first 'Dinah'."

Other phrases banned include, "Thank you, Mr. So-and-So, I am sure our audience was pleased to hear you, etc., etc." In such cases the WBT announcers have been instructed merely to state: "You have listened to Mr. So-and-So of this organization speaking on . . ." "Trite phrases and tiresome unnecessary explanations have no place in modern radio production," said Mr. Schudt. "Simplicity and brevity are always appreciated by listeners and that's why I have decided to make this move."

RCA Victor Promotion

W. R. G. BAKER, vice president in charge of manufacturing and engineering of RCA Victor, Inc., Camden, N. J., has been appointed to the newly created position of vice president and general manager, it was announced by RCA Jan. 24. E. A. Nicholas, vice president in charge of sales, has resigned.

WPRO Gets Increase

SPECIAL experimental authority to install a new 250-watt transmitter to be used in conjunction with a special antenna designed to suppress signals in certain directions was given WPRO, Providence, by the Radio Commission Jan. 16. The station operates regularly with 100 watts and the action sustained the recommendation of Examiner Hill.

NEW DEAL TECHNIQUE

Promotion of President's Talks Lesson for Advertisers

RADIO PROGRAMS have been merchandised effectively, but President Roosevelt's radio appearances have pointed out—or should point out—dramatically the possibilities of properly merchandising a radio message, according to Douglas F. Storer's statement in a feature article of this month's *Broadcast Merchandising*, NBC periodical.

Mr. Storer, radio director of the Blackman Co., New York agency, believes that "that speech (March 12, 1933) could never have been so immediately effective if it had not been merchandised properly beforehand. For several days, newspapers, magazines—almost every advertising medium—had been utilized to forewarn the populace that important words were to be spoken over the air . . . in just 15 minutes, 130,000,000 people had renewed confidence in the face of black despair."

Writing under the title, "I Believe in Broadcast Merchandising," Mr. Storer likens a complete radio program to a golf shot. First, there's the stance; second, hitting the ball, and third, the follow through. He carries out the figure of speech in a most effective manner and his advice on all three points is recommended as sound reading for advertising agency executives, and users of broadcast advertising.

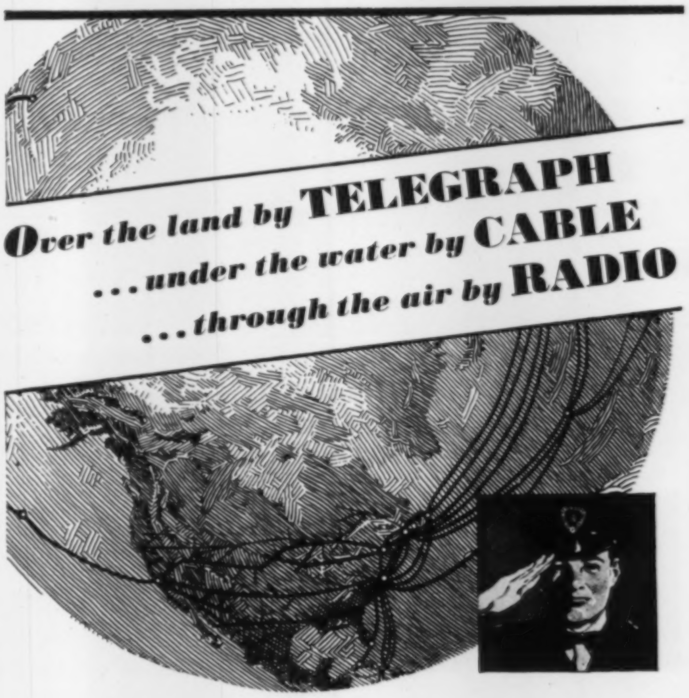
Sponsor Wins Label Suit, Expands Radio Hookup

AN INJUNCTION suit prohibiting advertising of its Del Monte brand of coffee on the Pacific coast having been settled, California Packing Co. has added the basic NBC-KGO network to the previous WEAF hookup for Capt. Dobbsie's "Del Monte Ship of Joy." The injunction had been brought by Tillman & Bendel, also makers of a Del Monte brand of coffee. The U. S. district court of San Francisco ordered Tillman & Bendel to relinquish the Del Monte label.

In addition to the western network, the California Packing Co. also added six stations in Phoenix, Butte, Billings, Louisville, Atlanta and New Orleans, making 48 in all for the Monday night Dobbsie show. The company also renewed its Thursday morning show with Capt. Dobbsie on the Pacific coast. McCann-Erickson, Inc., handles the account.

Using Fewer Microphones

THE NEW velocity microphones have made the pickup of the Chicago Opera Company performances from the Civic Opera auditorium less of a problem to NBC engineers than the broadcasts occasioned in former years, according to Howard C. Luttgens, Chicago division engineer. Only five microphones are now needed to handle the programs, whereas in 1926 18 of the carbon microphones were put in use. During the past few years the number was reduced to 10 with the use of condenser microphones and parabolic reflectors.


Over the land by TELEGRAPH
. . . under the water by CABLE
. . . through the air by RADIO

..Coordinated Communications that COVER THE WORLD

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call "POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Big Cards Merchandise Station and Advertisers

A NEW PLAN for merchandising commercial programs has been inaugurated by KVOO, Tulsa. Ten display boards, eight feet high and four feet wide, have been scattered throughout Tulsa. Beneath call letters in relief at the top of each board spaces are provided for seven eight by ten inch photographs of local and NBC artists. At the bottom is a blank card, 12 by 20 inches, on which is provided space for an advertising message. In the center of each board is a typewritten copy of the day's radio program.

Western Union changes the programs daily. The boards are placed in the lobbies of hotels, railroad stations, public buildings, and public service institutions. The pictures are changed weekly.

NOBORU NARUMO, chief engineer of the Osaki division of the Broadcasting Corporation of Japan, was a guest of Howard C. Luttgens, Chicago NBC divisional engineer, in the Chicago studios during the early part of January. Mr. Narumo is visiting radio stations in various parts of the world gathering information in preparation for the construction of new studios to be built by his company.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Available—Agency or station. Program, production or continuity director. Seven years' experience country's best stations. Unquestionable references. Written and produced network programs. Smart salable ideas. Ambitious, loyal, hardworking university man, 35, musical and theatre background. Reasonable salary. Go anywhere. Box 158, BROADCASTING.

Broadcast engineer, six years experience, four years chief engineer, wants position with future as transmitter or control operator. Educated college and technical schools. Services reasonable. Excellent references. Box 160, BROADCASTING.

Broadcast Operator—First class radiophone licensed. Thorough knowledge and practical experience in television. Anxious to give double value in service. Box 157, BROADCASTING.

Broadcast operator experienced on W.E. 5 and 50 kw. transmitters and television. Single. Address Box 159, BROADCASTING.

Broadcast technician, thoroughly experienced, CREI graduate, licensed, single, age 29. Box 155, BROADCASTING.

For Sale

STATION FOR SALE

This full time radio station in New York State is for sale or lease. 100 watts—new transmitter and all necessary units—velocity microphones, remote equipment. Write for appointment in New York City or at location. Box 156, BROADCASTING.

Broadcast Equipment

Broadcasters write for bulletins on new Gates Wide Range Audio Equipment. Gates Radio & Supply Company, Quincy, Ill.

For sale, cheap, automatic temperature control equipment. 500 cycle deviation for Western Electric 105-C transmitter. Address WRVA, Richmond, Va.

Formulating Radio-Press "Program"

(Continued from page 7)

wider newspaper ownership of radio stations and closer cooperation with radio.

It seems apparent that these dissidents will be overriden in the new "program," and that news flash periods placed on individual radio stations by newspapers, if any, will be debarred from using the national news reports of the press associations and limited only to local news or commentators. Many newspapers will undoubtedly have recourse to the commentator scheme, placing discussions of the news on the air rather than a multiplicity of news items.

The networks, reacting to the opposition of the independents, make it clear that they did not initiate the first agreement and the pending "program." Their spokesmen say they were called in by the Publishers National Radio Committee, whose chairman is E. H. Harris, publisher of the RICHMOND (Ind.) PALLADIUM-ITEM. This committee claimed to represent by far the majority of the 1,800 daily English newspapers of the United States, and the networks were told that these newspapers were ready to band together not only to eliminate radio program listings but to carry on a fight in Congress and in their columns against radio.

Press Charges News Ruined

THE PUBLISHERS' group accused radio stations of "stealing" news from their newspapers, and claimed to have enough of their members lined up to force the press associations to prevent even newspaper-owned and newspaper-affiliated radio stations from carrying any news flash periods at all on penalty of withdrawing from the press associations. They declared they were spending $15,000,000 a year for press association services for which radio paid nothing, and they charged radio with ruining the news value of their newspapers.

The publishers refused to consider proposals that networks and stations be permitted to purchase news from the press associations, which radio has long sought to do and which it is still willing to do if it can use the news in sponsored periods. They also turned a deaf ear to radio's claim that its brief news flashes merely whet the public's appetite for the more detailed news obtainable from the newspapers.

The networks take the stand that they were virtually forced into entering into an accord with the press or suffer seeing the majority of the newspapers of the country eliminate all program listings and wage a bitter war on radio generally. The fact that Columbia News Service has done a magnificent job of gathering national and international news independently apparently was not weighed in the balance to favor radio continuing in the news field, though it is manifest that the Columbia News Service caused the press associations plenty of concern.

Censorship and Dictation

THE PLACING of 5-minute news flashes twice daily on networks and stations subscribing to the newly proffered service from the central bureau has been bitterly attacked by the independents as yielding to press dictation and censorship. It is also pointed out that the 9:30 a. m. deadline means that radio will be able to offer only "stale" news that has already appeared in the morning papers and that the 9 p. m. deadline limits radio to news already printed in the evening papers. Some doubt is expressed as to whether the networks themselves, required to "feed" stations in varying time zones, will undertake to broadcast such news flashes.

On the other side is the argument that radio is protected on world-wide news of "transcendental importance" as it breaks, and that the radio commentators are now able to get a complete supply of news without cost on which to base their "back of the news" broadcasts.

The new "program" will not be signed by any of the parties. It is to be purely a *modus operandi*, to be urged upon all newspapers, and it is to be enforceable only by good faith. There is nothing in it to preclude the independents, individually or collectively, from gathering their own news and broadcasting it as they see fit. Nor does it prevent either networks or stations from continuing their "on the spot" broadcasts of momentous events as heretofore.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Children's Feature New Has 250,000 Reader

THE SUBSCRIPTION list for th third edition of the H-BAR-O NEW gives further proof of the efficac and drawing power of children' programs over the air. This news paper, published by the Hecke H-O Co., Buffalo (H-O Oats an Force) now has more than 250,00 subscribers, comprising boys an girls all over the country wh listen to the Bobby Benson wester drama thrillers over CBS fiv times a week.

The subscription to the paper one box top cut from either one the cereals advertised. The rapid mounting circulation figures in cate a steadily growing audien and consequently the introducti of the products into thousands o new homes each week. The new paper contains 16 pages, made u in four colors, and contains com strips, articles on western lif which are tied up with the radi show, a western mystery serial an many other features. Included i the paper are many contribution from the youngsters themselves.

FULL daytime operation for bot WOWO, Ft. Wayne, Ind., an WWVA, Wheeling, W. Va., wa authorized by the Radio Commis sion Jan. 16, but at night they mus continue to divide time on thei clear channel of 1160 kc.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and
Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field
Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station
Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

XUM

OFF THE RECORD

MR. JOHN J. PROSPECT: But why do you think a campaign on WIL will get us the results we want?

MR. W. (SALESMAN): Well, we seem to do the job for every advertiser we take on WIL, no matter what it may be.

For example, a wholesale coffee concern with distribution in this territory, only recently gave a calendar for three coupons, each coupon from a one-pound can of their coffee. They received 23,499 coupons, showing that they sold, as a result of these broadcasts, 23,499 pounds of coffee during a two-weeks' period.

MR. PROSPECT: But I have nothing to give away.

SALESMAN: That isn't necessary, Mr. Prospect. Listen to this . . . a large flour milling concern came into St. Louis without any distribution whatsoever. Under these circumstances, we thought it best for them to delay going on the air until some distribution was obtained. Upon their insistence a daily program was broadcast. Within two months this concern had its product in 2,600 stores and at the end of three months they had "cracked" the biggest chain system of stores in St. Louis with an initial order for an entire carload of their flour.

MR. PROSPECT: That sounds very interesting. How large would you estimate your audience?

SALESMAN: The most definite way in which such an estimate can be made is by the response our advertisers receive. One of them received 2,500 letters and postcards in response to two broadcasts. Another, who made a free offer, received such response that an entire exchange of the telephone company was tied up for two hours. We have a number of firms on this station at this time which have been with us, day in, day out, month in, month out, for more than five years.

MR. PROSPECT: Well, it looks to me like you can do the job for us.

SALESMAN: I know we can.

MR. PROSPECT: Please hand me a pen.

WIL

The Biggest Little Station in the Nation

ST. LOUIS • MISSOURI

Facts concerning any of these campaigns will gladly be submitted on request.